

CHAPTER V

EXHIBITION

5.1 Location & Venue

The location and venue of the exhibition is at Lobby P.K. Ojong – Jakob Oetama Tower or commonly known as Gedung D. The exhibition takes place in the large lobby area of the tower where there are a total of 33 tables arranged side by side. Each of the tables will be the booth for one participant with Hopschips' booth getting the sequence number of 29. The spacious lobby area of P.K. Ojong – Jakob Oetama Tower facilitates the flow of assessments carried out by examiners and also panelists. Regarding the theme of the exhibition, it is called Entrée which means that the Final Project Exhibition is a project pilot for Hotel Operations Program students to create a product or offer a service that can or has the potential to be sold in the future.



Picture 5.1 Exhibition Location and Venue

5.2 Budget

Table 5.1 Hopschips' Exhibition Budget

BUDGET			
No.	Item	Quantity	Price
1.	X-Banner	1	Rp46.650
2.	Button Pin	2	Rp17.000

3.	Product Photo	3	Rp61.800
4.	Wood Stand Frame	3	Rp15.000
5.	Cardboard Box	3	Rp3.450
6.	Standing Pouch Aluminum Foil with Zip lock	100	Rp555.000
7.	Rubber Hand Gloves	2	Rp10.000
8.	Frog Skin Chips	6 Yields (2 Yields for Each Flavor)	Rp73.000
9.	Plastic Food Container (For Tester)	10	Rp35.000
10.	Wet Tissue	1	Rp5.500
11.	Dry Tissue	1	Rp7.000
12.	Hand sanitizer	1	Rp15.000
TOTAL BUDGET			Rp844.400

5.3 Product Presentation

The products offered by Hopschips are frog skin chips. The Frog skins chips themselves consist of 3 flavors, namely Original, Spicy and also BBQ. Frog skin chips are packaged in standing pouch foil packaging with a zip lock. The net weight of each product is 100 gr while the gross weight, which includes the packaging weight, is 113 gr. Hopschips' product prices range from Rp30.000- Rp32.000 with the Rp30.000 for the Original variant and Rp32.000 for both the Spicy and also BBQ variants. At the Hopschips booth, the products were presented along with photos showing the products in close-up, and then the product was also placed or prepared in a plastic container where each flavor variant was mixed as a bite size tester for examiners and panelists who could try all the flavor variety of Hopschips' products first hand.

The styling of Hopschips' booth is dominated by elements of green to match the original color of the Hopschips product's own raw material, namely frogs, not to mention the brown color which feels very suitable to be combined with green to make Hopschips' booth have a nature theme and focus on emphasizing the products. In addition to that, there are several media that were provided at the booth, ranging from X-banner, Laptop, and Menu board to help promote Hopschips' products and also decorations such as frog-shaped display and green flower in a vase to beautify the booth. Last but not least, Hopschips' booth also provides supplies such as dry wipes, wet wipes and also hand sanitizers to maintain the safety, cleanliness and hygiene of the participants, examiners and panelists during the exhibition. Here are product photos and styling at the Hopschips' booth.



Picture 5.2 Hopschips' Product Photos and Packaging



Picture 5.3 Hopschips' Products Tester



Picture 5.4 Hopschips' Booth Setup

5.4 Media and Promotion

There are several media that Hopschips use for product promotion during exhibition. Those media are:

1. X- Banner. On the X-Banner, there is a view of the front and back side of Hopschips' product packaging.



Picture 5.5 Hopschips' X-Banner

2. Laptop. The laptop in the Hopschips' booth automatically plays a short presentation containing slides to briefly explain Hopschips as a company and also its products. The slides discuss starting from the logo, the location of the Hopschips' business, Hopschips' products, Hopschips'

contact information that potential customers can reach out to, and there are also glimpses of Hopschips' social media account in the form of Instagram and also marketplace in the form of Shopee.



Picture 5.6 Hopschips' Laptop

3. Product Photos. Close-up photos of Hopschips' frog skin chips are provided so that examiners and panelists may view what the products look like underneath the packaging



Picture 5.7 Hopschips' Product Photos

4. Menu Board. The menu board contains price tags for Hopschips' products and also contacts information that potential Hopschips' customers can contact.

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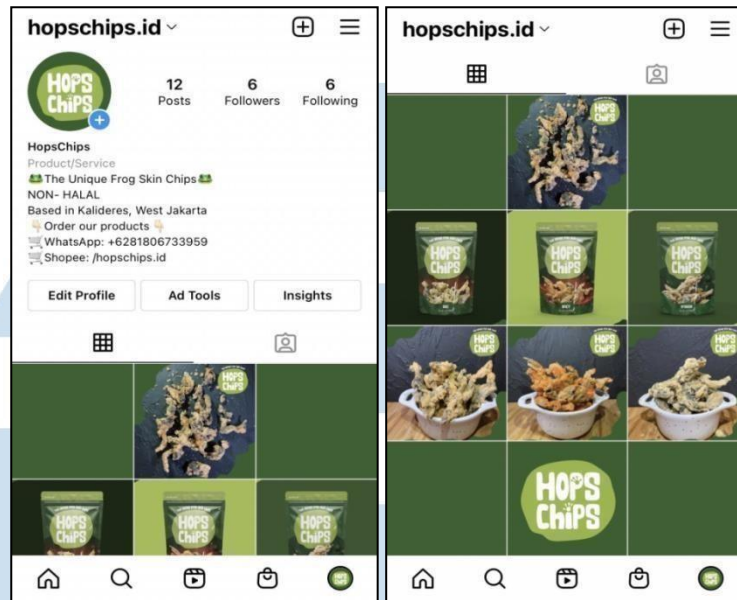
Picture 5.8 Hopschips' Menu Board

Not to mention Hopschips' contact information. Hopschips can be contacted via Instagram, WhatsApp, Shopee and also Email with the following information which can be seen in the table below.

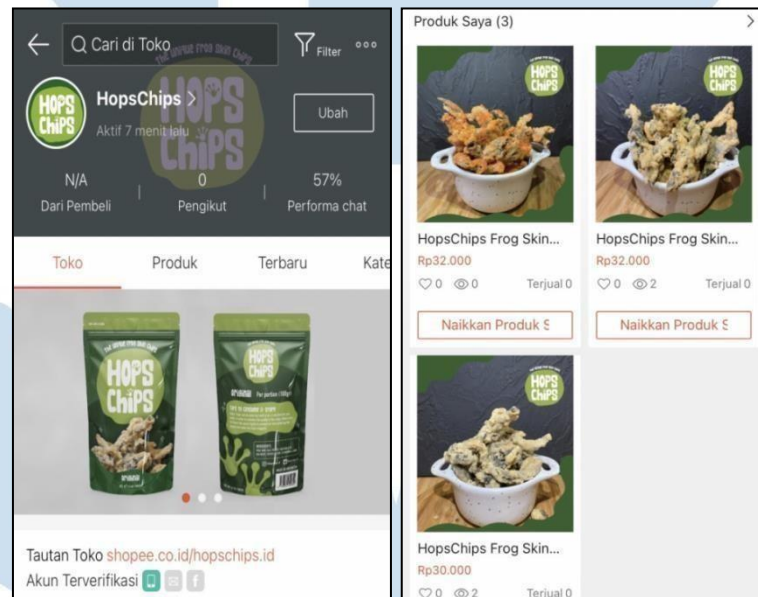
CONTACT	
<u>Instagram</u>	@hopschips.id
<u>Shopee</u>	/hopschips.id
<u>WhatsApp</u>	+6281806733959
<u>Email</u>	hopschips@gmail.com

Table 5.2 Hopschips' Contact

Hopschips' Instagram account will be used more for promoting Hopschips' product; for example, there will be reviews or testimonials from customers that will be posted there. For WhatsApp and Shopee, it will both be used for buying and selling transactions or the purchasing aspects of Hopschips' products, while E-mail is more for formal contact, for example, for future partnerships and collaborations.



Picture 5.9 Hopschips' Instagram Account



Picture 5.10 Hopschips' Shopee Account

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