

CHAPTER V EXHIBITION

A. Location and Venue

Exhibition is one part of the writer's final project. The exhibition starts on 28 November 2022 and the venue is located in Universitas Multimedia Nusantara Building D level 3. In this exhibition writer's show about CoCoBuff products and there are a few reviewers to give a score for CoCoBuff products.



Figure 5.1 CoCoBuff Booth
Source: Writer Data

B. Budget

In this exhibition the writer makes a booth to show the CoCoBuff product to the reviewer. To make a attractfull booth, writers need to buy some decoration. Below is the list of budgets for writer to make the decoration of the booth.

No	Name Of Items	Price
1	Mini Banner	Rp. 30.000
2	Tester Glass (50 pcs)	Rp. 8.000
3	Custom Coaster	Rp. 10.000
4	Table Cloth (1.5 m x 1.5 m)	Rp. 25.500

5	Beach Sand (500 gr)	Rp. 14.000
6	Coconut Tree Miniatur	Rp. 25.600
7	Seagull Miniatur	Rp. 6.500
8	Boat Miniatur	Rp. 8.000
9	Umbrella Miniatur (2 pcs)	Rp. 10.000
10	Beach Girl Miniatur (2 pcs)	Rp. 9.000
11	Beach Chair Miniatur (2 pcs)	Rp. 9.000
12	Lifebuoy Miniatur	Rp. 4.000
TOTAL		Rp. 159.600

Table 5.1 Exhibition Budget

Source: Writer Data

C. Product Presentation

During this exhibition writers show the CoCoBuff products such as CoCoSqueeze, CoCoKult, and CoCoSweet. CoCoKult is a variant of CoCoBuff that is made from coconut water, yakult, nata de coco, and condensed milk. CoCoSqueeze is a variant of CoCoBuff that is made from coconut water, lemon juice, honey, and basil seeds. CoCoSweet is a variant of CoCoBuff that is made from coconut water, palm sugar, condensed milk, nata de coco, and basil seeds. When giving the tester to the reviewer some reviewers mostly like the CoCoKult and CoCoKult is one of the best CoCoBuff products.



Figure 5.2 CoCoBuff Product

Source: Writer Data

D. Media and Promotion

Media and promotion is one of the requirements to do this exhibition. Writers use mini banners for the promotional kits and Instagram for the social media for further promotions or updates. The banner consists of CoCoBuff Logo, the location of CoCoBuff, and how to contact CoCoBuff.



Figure 5.3 CoCoBuff Promotional Kits
Source: Writer Data

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A



Figure 5.4 CoCoBuff Social Media
Source: Writer Data

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