

CHAPTER V

EXHIBITION

5.1 Location & 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 Angkringan Mami Oca products and there are a few reviewers to give a score for Angkringan Mami Oca products.



Figure 5.1 Angkringan Mami Oca Booth

Source: Author Data

5.2 Budget

In this exhibition, the writer makes a booth to show the Angkringan Mami Oca product to the reviewer. To make an attractive booth, writers need to buy some decorations. Below is the list of budgets for writers to make the decoration of the booth.

Table 5.1. Exhibition Budget

No	Name Of Items	Price
1	Mini Banner	Rp. 30.000
2	Banner	Rp. 25.000

3	Tester Glass (25 Pcs)	Rp. 8.000
4	Tester Glass (100 Pcs)	Rp. 10.000
5	Table Cloth (1.5 m x 1.5 m)	Rp. 25.000
6	Wooden Food Tag (3 Pcs)	Rp. 21.000
7	Wooden Coaster (3 Pcs)	Rp. 18.000
8	Plastic Spoon (50 Pcs)	Rp. 4.000
9	Mini Bamboo Tray (23 cm) (2 Pcs)	Rp. 16.000
10	Bamboo Tray (50 cm)	Rp. 23.000
11	Wicker Plate (3 Pcs)	Rp. 15.000
12	Wooden Chooping Board	Rp. 23.000
TOTAL		Rp. 218.000

Source: Author Data

5.3 Product Presentation

During this exhibition the author presented Angkringan Mami Oca products such as STMJ Original, STMJ Red Velvet, STMJ Taro and lastly STMJ Green Tea. STMJ Original is a variant of STMJ which does not contain a mixture of flavours, only a mixture of egg milk, honey and ginger. STMJ Red Velvet, Taro and Green tea are STMJ variants mixed with powder flavour. And for food variants, there are 3: Nasi Bakar Ayam Suwir, Nasi Bakar Tongkol Suwir and Nasi Bakar Cumi Petai. Nasi Bakar Ayam Suwir is a flavor variant in which the chicken is cooked using spices and seasonings, and then basil leaves are added to make it more fragrant. For the rice, it uses liwet rice so that when it is burned, the taste is even better and tastier. Afterwards, the rice and chicken are wrapped in a banana leaf and grilled using charcoal. Likewise, with the other 2 variants of roasted rice, both are cooked first before later burning using charcoal. When giving testers to reviewers, some reviewers mostly liked STMJ Taro and Nasi Bakar Squid Petai.



Figure 5.2 Product Presentation

Source: Author Data



Figure 5.3 Product Presentation

Source: Author Data

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5.4 Media and Promotion

Media and promotion is one of the requirements to do this exhibition. The author uses banners and banners for promotional kits and Instagram for social media for further promotions or updates. The banner consists of the Angkringan Mami Oca Logo, the Angkringan Mami Oca Instagram, and for a small banner containing the menu from Angkringan Mami Oca.



Figure 5.4 Media and Promotion

Source: Author Data



Figure 5.5 Media and promotion

Source: Author Data

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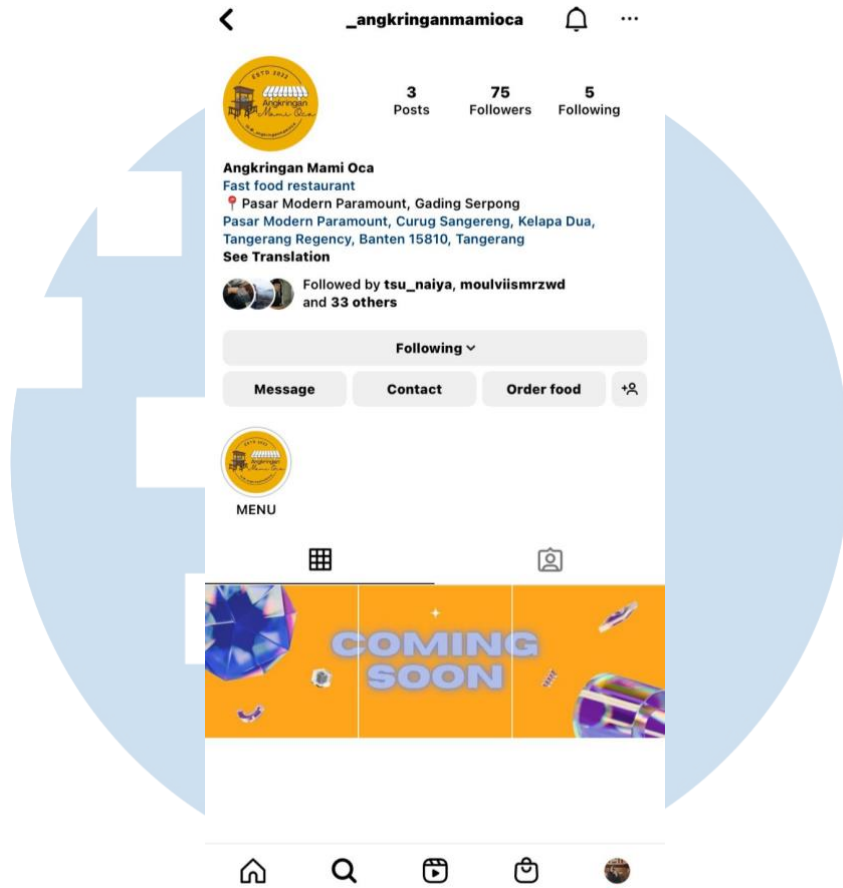


Figure 5.6 Media and Promotion

Source: Author Data

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