

## CHAPTER V EXHIBITION

### 5.1 Location & Venue



*Figure 5.1 Ke.Bi Exhibition Booth*

In order to showcase the products that have been made, the final project exhibition was held on November 28, 2022. The exhibition was held in the 3<sup>rd</sup> Floor of D Building at Universitas Multimedia Nusantara and more specifically in the UMN Restaurant area. The exhibition starts from 1 pm to 3 pm, where during the exhibition there are also judges who can see the products offered and also give an assessment of our products.

### 5.2 Budget

In the implementation of the exhibition there are several supporting tools needed. For this reason, in fulfilling these supporting tools, costs are needed to be spent to support the running of the exhibition. The costs required to conduct this exhibition can be described as follows:

*Table 5.1 Ke.Bi Exhibition Cost*

Items	Cost
Plastic Cup (1 Packs)	Rp. 12.000
Products Packaging	Rp. 66.000
Plastic Spoon (1 Packs)	Rp. 5.000
Banner	Rp. 30.000
Potato	Rp. 18.000
Ebi	Rp. 12.500
Shallots	Rp. 22.500
Garlic	Rp. 6.500
Sugar	Rp. 3.000
Salt	Rp. 3.000
Dried Chili	Rp. 5.000
Seaweed Powder	Rp. 4.800
Roasted Beef Powder	Rp. 4.800
Roasted Corn	Rp. 4,800
<b>TOTAL</b>	<b>Rp. 197.000</b>

### 5.3 Product Presentation



*Figure 5.2 Ke.Bi Packaging*

For presentation products, Ke.Bi itself has a more modern packaging. Where on the front of the packaging there is the Ke.Bi logo itself and also the label for the choice of flavors offered. Besides that, on the back of the packaging there is also an explanation regarding the composition contained in Ke.Bi. Not only that, there are also explanations of interesting facts about the benefits of potatoes and how to enjoy Ke.Bi that can be chosen by customers.



**Figure 5.3 Ke.Bi Booth Presentation**

Ke.Bi itself also has a different color packaging for each flavor variant. The original variant uses white, pink for the spicy variant, blue for the seaweed variant, black for the decorated corn variant, and gold for the roasted beef variant.

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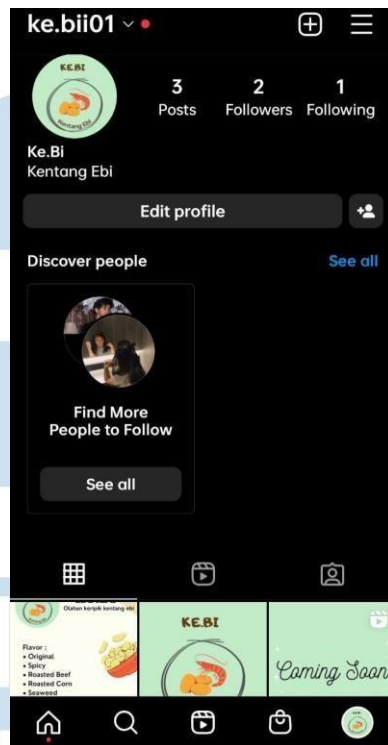
#### 5.4 Media and Promotion



**Figure 5.4 Ke.Bi Promotion Banner**

In this exhibition there are media and promotions carried out in an effort to promote the products they have. The exhibition was carried out by providing a table which was also equipped with a tablecloth. Then the table that has been prepared is decorated as attractively as possible, the media used in display exhibitions such as displaying all types of product variants offered starting from the original variant and also four other variants, there are also promotional banners consisting of product images and a choice of flavor variants, and There is also a tester provided so that the judges can try all the flavors offered.

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*Figure 5.5 Ke.Bi's Official Instagram*

Apart from promoting at the event exhibition, Ke.Bi also carried out promotions through social media. We are promoting through one of the social media platforms which is becoming a trend at the moment, namely through the Instagram platform with the account name @ke.bii01. Through this official Instagram, we carry out promotions such as an introduction to what kind of products we offer, what flavors we offer, and also what interesting promotions we offer.