

CHAPTER V

EXHIBITION

5.1 Location & Venue



Figure 5. 1 Exhibition

Exhibition is one of the stages that must be carried out by students who are in semester 5 to carry out the final project trial. Exhibition will be held on 28 November 2022 at 13.00 WIB. The exhibition was held in building D, floor 3, Multimedia Nusantara University. In this exhibition, all students displayed their product innovations, including DriBo. At this exhibition there were also several invited guests, one of which was the chairman of the ica Banten forum, namely chef Asep Suhaeri and also several hotel operation program lecturers and the head of the hotel operations study program, namely Mr. Oqke Prawira. Each judges will come to the table, giving a question and giving the feedback for each participant.

5.2 Budget

DriBo purchase a variety of goods and material to support exhibition, such as:

Table 5. 1 Exhibition Budget

Description	Oty	Cost
X Banner	1	Rp. 30.000
Sticker	3	Rp. 42.000
Packaging	10	Rp. 12.500
Plastic Wrap	1	Rp. 19.00
Styrofoam Beads	3	Rp. 30.000
Isomalt	3	Rp.123.273
Strawberry Powder	1	Rp. 24.999
Rp.Lemonade Powder	1	Rp. 24.999
Mango Powder	1	Rp. 24.999
Sugar	1	Rp. 15.500
Red Food Color	1	Rp. 3.650
Orange Food Color	1	Rp. 3.650
Yellow Food Color	1	Rp. 3.650
Total		Rp. 357.720

5.3 Product Presentation



Figure 5. 2 Product Presentation

In the exhibition, DriBo present 3 of flavors including lemonade, strawberry and mango. DriBo also provide the tester for the judges as much as 12 tester for each flavor.

5.4 Media and Promotion

DriBo has media and promotion for the product. In the exhibition DriBo use Xbanner as a media promotion which is containe the product name, photo product, phone number and Instagram. Those media use for media promotion of DriBo.

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