

## CHAPTER V EXHIBITION

### 5.1 Location & Venue

The exhibition is held in the hotel restaurant lab where tables are available for students to prepare products to be assessed by the examiners.



Picture 5.1 Exhibition



Picture 5.2 Exhibition

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N U S A N T A R A

## 5.2 Budget

In the implementation of exhibitions also have expenses with some of the details needed as follows:

Table 5.1 Budget Exhibition

No.	Products	Price
1	Dry cascara	Rp24.500
2.	Cinnamon stick	Rp 2,000
3.	Honey	Rp 12,000
4.	Sugar	Rp 12,000
5.	Tea bag	Rp 15,000
6.	Bottle (6 spices) @3.000	Rp 18,000
7.	Sugar	Rp 13,000
8.	Printing (banner, sticker product)	Rp 42,000
9.	Tea bag packaging (15 spices) @500	Rp 7,500
10.	Teaster glass	Rp 12,000
Total		Rp 158,000

## 5.3 Product Presentation

Product for exhibition, the owner presented 3 products and also 3 testers for the testers. In addition, some additions such as cinnamon, dry cascara, and other decorations to make the presentation look nicer.

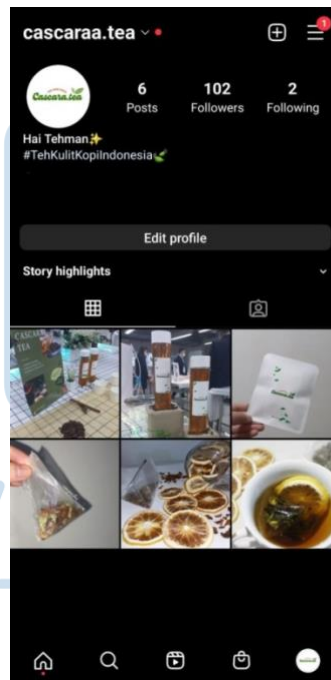
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Picture 5.3 Product Presentation

#### 5.4 Media and Promotion

To increase promotion, cascara tea also uses social media such as Instagram as supporting media. With some content and information about cascara tea, you can see it on Instagram @cascaraa.tea.



Picture 5.4 Instagram Cascara Tea

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A large, light blue circular watermark logo is centered on the page. It features the letters 'UMMN' in a bold, sans-serif font, with a stylized graphic element resembling a staircase or a series of squares within the circle.

UMMN

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NUSANTARA

## APPENDICES

Appendix A Press Release

Appendix B Advisory Form

Appendix C Result of Attendee Survey / Feedback \*)

Appendix D Exhibition photo \*)

\*) Only after exhibition



# UMMN

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