

CHAPTER V EXHIBITION

5.1 Location & Venue

The owner had an exhibition that was held to introduce Anggirum's products to all the Hotel Operations' lecturers. The exhibition was held on Tuesday, 20th of December 2022 and took place in Universitas Multimedia Nusantara's D Building, 3rd floor.



Figure 5.1 Anggirum Exhibition Booth

5.2 Budget

In the making of the booth, the owner spent several budgets in order to make an attractive booth. The budget that the owner spend is as below

No.	Name of Items	Prices
1.	Mini Banner and Food Tag	Rp 15.500
2.	Tester Glass 50pcs	Rp 10.000
3.	Table cloth	Rp 50.000
4.	Batik	Rp 45.000
5.	Wooden Chopping board	Rp 13.000

6.	Miniature kitchenware set	Rp 100.000
7.	Bamboo round besek	Rp 12.000
8.	Bamboo rectangle besek	Rp 8.000
9.	White cloth	Rp 18.000
Total		Rp 271.500

Table 5.1 Anggirum Exhibition Budget

5.3 Product Presentation

On the day of the exhibition, the owner had the chance to display Anggirum's product, Suwa Gurnita, Suwa Artati, Arum Kamalagi and Bir Pletok. Suwa Gurnita is a beverage that is made of lemongrass, ginger and lime. Suwa Artati is made of lemongrass, lime leaves, and butterfly pea. Arum Kamalagi is made of tamarind, pandan leaves and rosemary. These three are the main products and Bir Pletok is an original jamu that has not been modified that the owner wants to sell to represent the original jamu. Bir Pletok itself is made of red ginger, lemongrass, cardamom, pandan leaves, cinnamon, black pepper and cloves.



Figure 5.2 Anggirum Product Display

5.4 Media and Promotion

One of the most important parts of the exhibition is media and promotion. Anggirum decides to use a poster or banner to promote Anggirum's product. The

poster contains the pictures of Anggirum's main products as well as the names of each product.



Figure 5.3 Anggirum's Media and Promotion

UNIVERSITAS
MULTIMEDIA
NUSANTARA