

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The location for the final exhibition project is being held on the Multimedia Nusantara University campus on November 28, 2022, which starts at 13.00 – 15.00 PM building D, UMN Hospitality Restaurant 3rd floor. This exhibition provides 22 tables for students from the hospitality department arranged side by side. This exhibition was also visited by 12 judges to assess the presentation of each exhibition student.



Picture 5.1 Exhibition Location

#### 5.2 Budget

No	Name	Quantity	Price
1.	Hi cook gas cartridge	1	Rp.26.000
2.	Sauce keeper	1	Rp.10.000
3.	Table runner	1	Rp.27.500
4.	Cup packaging	2 packs	Rp.24.000
5.	Spoon & fork	2 packs	Rp.41.000
6.	Poster design	5	Rp.21.000
7.	Sticker logo	1	Rp.4.000
8.	Kain meja	1	Rp.32.000
<b>TOTAL</b>		<b>185.000</b>	

Table 5.1 Budget Exhibition

### 5.3 Product Presentation

During the exhibition, the owner of tekgo explained about the name "Tekgo" which known as "Tekwan Goreng". The owner also explained that in Jabotabek some people already know about pempek and tekwan originating from Palembang, but the tekgo business comes with a different innovation, tekwan which should be served by boiling it, but tekwan from tekgo is also innovated by serving it fried. Then for the tekgo booth, two variants of tekgo product testers were provided with the aim that visitors could taste tekgo products.

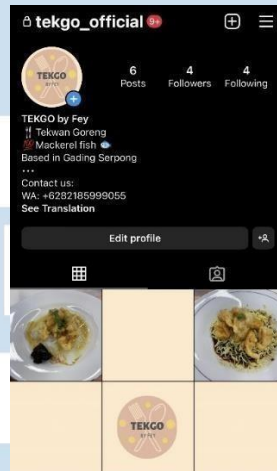


Picture 5.2 Booth Tekgo



Picture 5.3 Tekgo Products

## 5.4 Media and Promotion



Picture 5.4 Tekgo Social Media



Picture 5.5 Tekgo Banner

For the E-commerce, the owner of Tekgo also created social media for the Tekgo business to show the location of the place and photos of the products being sold. This social media marketing makes it easier for Tekgo owners to promote their business because they will upload photos of Tekgo products so that people are interested in visiting and trying Tekgo. People can also order in advance via WhatsApp at +6282185999055.

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## LIST OF APPENDICES

### Appendix 1 Exhibition Photos

