

CHAPTER V

EXHIBITION

5.1 Location & Venue

The Bubur Ponti 88 product exhibition will be held on November 28, 2022, which is located at Multimedia Nusantara University Building D, 3rd floor, which is the location for the hospitality study program.



Figure 5.1 Venue

5.2 Budget

The budget needed for the exhibition is around IDR 142,800. From this price including packaging, sticker + cutting, promotional media such as flyers or banners, mung bean, and plastic spoon

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Table 5.1 Budgeting

No	Product	Price
1	Thinwall Bowl 600 ml	Rp 25,000.00
2	Mung Bean 1kg	Rp 31,700.00
3	Sticker + Cutting	Rp 22,000.00
4	Printing (Flyers)	Rp 61,000.00
5	Plastic Spoon	Rp 3,100.00
	Total	Rp 142,800.00

5.3 Product Presentation

The product presented is a pulp derived from peeled mung beans. These mung beans are cooked by steaming, then mixed with sugar water and tapioca starch. This product has a sweet taste and has the addition of a crunchy cakwe topping that adds to the taste of this porridge product.





Figure 5.2 Product Presentation

5.4 Media and Promotion

For promotional media, the writer uses flyers so that people can see the flyer before trying the product. In addition to flyers, the authors also carry out promotional media on social media, such as Instagram and WhatsApp, to make it easier because all people now depend on technology. So, this product can be promoted on social media in order to attract people to consume it.



Figure 5.3 Pamflets



Figure 5.4 Flyers

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