

CHAPTER V

EXHIBITION

5.1 Location & Venue

The final project exhibition was held on November 12, 2021, at the lobby of D PK Ojong Universitas Multimedia Nusantara. The exhibition starts at 7 am and ends at noon.



Figure 5.1 Booth Exhibition

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5.2 Budget

Table 5.12 TUGCOM budget exhibition

Name	Quantity	Price
Nasi tutug oncom ayam goreng Product	1	Rp 35.000
Oncom display	1	Rp 3.000
Packaging paper lunch	3	Rp 10.000
Banner	1	Rp 30.000
Sticker	40	Rp 28.000
Rubber hand glove	10	Rp 40.000
Paper cup	20	Rp 20.000
Booth cover cloth	1	Rp 150.000
Plastic spoon	30	Rp 5.000
Plastic cup	50	Rp 12.000
Total		Rp 321.000

5.3 Product Presentation

During the exhibition, TUGCOM provides a food display on a plate and oncom. For testers, TUGCOM brings two variations of the flavours TUGCOM has. The writer also put one cup to serve each flavour.



Figure 5.2 TUGCOM Product Presentation

5.4 Media and Promotion

TUGCOM uses Instagram to promote the product, and at the show, the writer also provides a mini banner containing information about TUGCOM's products.



Figure 5.3 TUGCOM menu

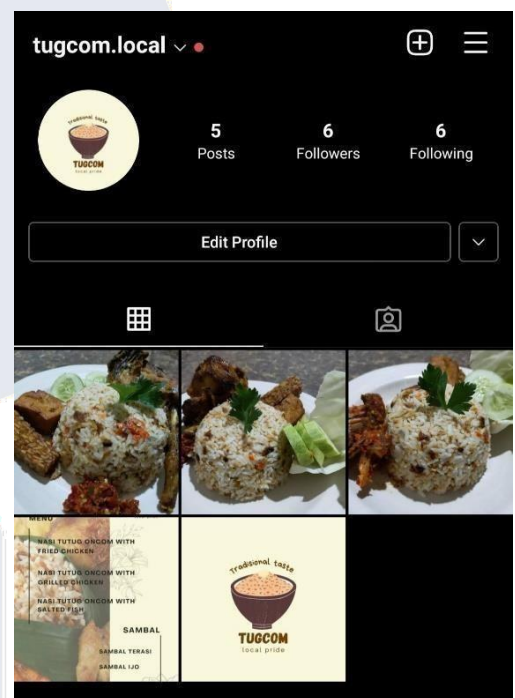


Figure 5.4 TUGCOM Instagram

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