CHAPTER V

EXHIBITION

5.1 Location and Venue

The exhibition is in Universitas Multimedia Nusantara, Building D, 3rd Floor, Prasanti Restaurant. The exhibition is held on Friday, 16th June 2023 starts from 10 AM - 12 PM. Students are allowed to decorate and prepare their own booth starting from 8 AM - 9 AM. Each student is given a table that is 100x100cm for the exhibition. The purpose of the exhibition is to showcase all the students from Semester 4 Final Project results. Lecturers and UMN Staff are the judges and they ask us questions regarding the products.

5.2 Budget

Table 5. 1 Budget exhibition

No	Name	Price	
Decoration & Packaging			
1.	X-Banner A4	Rp	20.000
2.	Sticker	Rp	10.000
3.	Plastic Packaging	Rp	6.000
4.	Wooden Fork	Rp	12.000
5.	Baking Paper	Rp	20.000
6.	Cake Box	Rp	15.000
7.	Card Print	Rp	6.500
Ingredients			
1.	Glutinous Rice Flour	Rp	28.000
2.	Water	Rp	21.000
3.	Vanilla Essence	Rp	30.000
4.	Cornstarch	Rp	11.000
5.	Yakult	Rp	9.000
6.	Strawberries	Rp	26.000
7.	Mango	Rp	20.000
8.	Whipped Cream	Rp	70.000
9.	Sugar	Rp	10.000
10.	Purple Sweet Potato	Rp	20.000
11.	Butter	Rp	35.000
12.	Condensed Milk	Rp	15.000
13.	Matcha Powder	Rp	30.000
14.	Split Mung Bean	Rp	31.000
15.	Milk	Rp	22.000

16.	Salt	Rp	10.000
17.	Cornflakes	Rp	28.000
18.	Cream Cheese	Rp	30.000
Total		**Rp 535.500**	

5.3 Product Presentation

The main product is Mochi. There are 5 variants of the product, which are Cold Skin S-Berry Yakult Mochi, Cold Skin Mango Yakult Mochi, Purple Sweet Potato Mochi, Matcha Mochi and Mochi Dip. All the products are handmade the night before the exhibition. Cold Skin Mochi must be in the freezer meanwhile the others are alright in room temperature. The packaging of the mochi uses cupcake holders and plastic packaging.

Figure 5. 1 Mochimaru exhibition
(Source: Writer's data)

Figure 5. 2 Exhibition booth
(Source: Writer's data)

5.4 Media and Promotion

For the promotion, the writer simply uses X-Banner that has eye-catching information and cards that have the product's name on it. The writer also uses Word-of-Mouth for the promotion.

Figure 5. 3 Mochimaru's banner
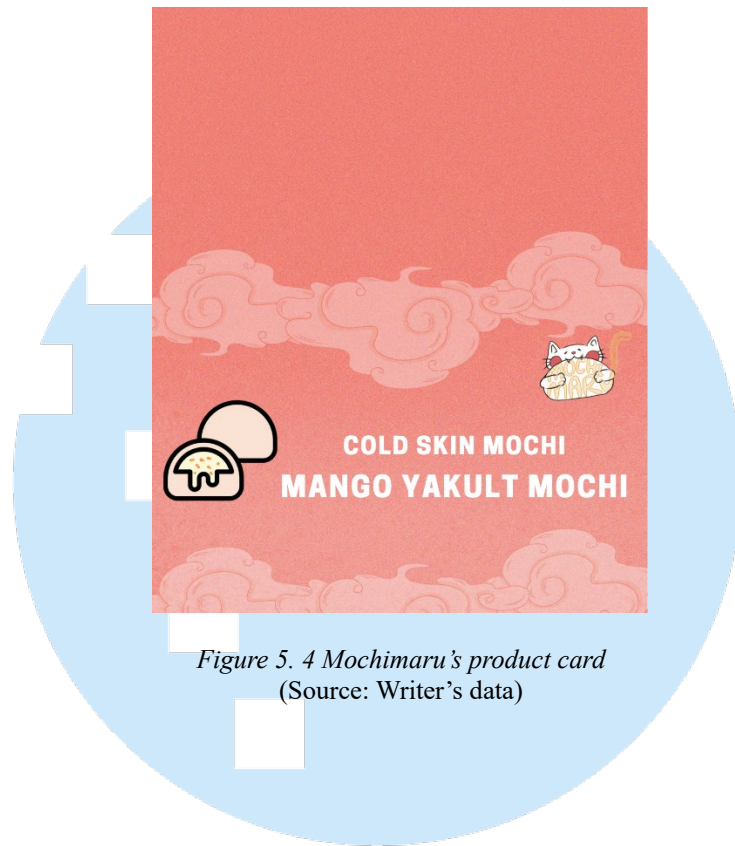(Source: Writer's data)

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Figure 5. 4 Mochimaru's product card
(Source: Writer's data)