

CHAPTER V

EXHIBITION

5.1 Location

On June 16, 2023, at 10.00 am, PIGBY Pork Noodles conducted an exhibition which was held in building D, 3rd floor of UMN Hospitality, Multimedia Nusantara University. In this exhibition there are many other brands, not only PIGBY Pork Noodles. Lecturers and deans as well as Multimedia Nusantara University staff will also attend this exhibition directly and as guests the staff will give value to PIGBY Pork Noodles products. This exhibition provides an opportunity for PIGBY Pork Noodles to learn with other brands and get lessons as well as networking in the culinary and business fields.

5.2 Budget

To introduce the product, PIGBY Pork Noodles released several products as displays and testers.

Table 5. 1 *Exhibition Budget*

Description	Qty	Price (IDR)
Sticker	50 pcs	19.500
Xbanner	1 pcs	5.000
Plastic Bowl	10 pcs	11.000
Chopstick	20 pcs	2.000
Paper cup	25 pcs	7.000
Small plastic bowl	25 pcs	12.000
Wintermelon tea	10 portion	100.000
Misoa Jineng	2 portion	118.000
Yamien Jineng	2 Portion	86.000
Chinese Fried Rice	2 Portion	72.000
Dumpling	4 portion	88.000

Source: Author Data

5.3 Product Presentation



Figure 5.1 *Table Exhibition*



Figure 5.2 *Exhibition*

During the exhibition PIGBY Pork Noodles introduces 4 kinds of food and 1 kind of drink, some of the food and beverage are:

1. Yamien Jineng

Bakmi with jineng topping with spring onion garnish and a gravy that has a savory and filling taste.

2. Misoa Jineng

which is made from wheat flour, rice flour and mung bean flour makes the texture of the noodles soft combined with the Jineng topping and the gravy makes the taste delicious and filling.

3. Chinese Fried Rice

Chinese fried rice with a blend of Jineng and Grabyas flavors which makes it taste smokey and savory.

4. Dumpling (Fry)

Using Jineng mixed with chicken makes its own taste.

5. Wintermelon Tea

Kundur ice tea with the addition of original sweet basil makes the body and throat fresh and free from internal heat and is suitable after eating oily or fatty foods.

In displaying some of PIGBY' Pork Noodles food, PIGBY' Pork Noodles hopes to provide the first experience for people who consume PIGBY' Pork Noodles food and drink, making them surprised and addicted to PIGBY' Pork Noodles delicious taste.

5.4 Media and Promotion

To promote PIGBY' Pork Noodles at exhibitions, PIGBY Pork Noodles uses several effective marketing strategies. The following is a more detailed description of these strategies:

- X-Banner: PIGBY Pork Noodles uses an X-Banner to show where PIGBY Pork Noodles table is at the fair. This X-Banner is usually placed near the table or in front of the PIGBY Pork Noodles booth so that visitors can easily see it. X-Banner can catch people's attention and introduce PIGBY Pork Noodles logo or brand to them.



Figure 5. 3 X-Banner

Source: Author Data

- Sticker: PIGBY Pork Noodles uses a sticker that includes the PIGBY Pork Noodles logo or brand to brand PIGBY' Pork Noodles products. This sticker is placed on PIGBY Pork Noodles products that are displayed in booths or tables. Thus, visitors who see the product will be immediately exposed to the PIGBY Pork Noodles brand and become interested in finding out more about the product.



Figure 5. 4 Sticker

Source: Author Data

- Promotion with 1 person carrying a PIGBY Pork Noodles stamped product: PIGBY Pork Noodles also uses a promotion strategy by asking one person to carry a PIGBY Pork Noodles branded product and take a walk around the exhibition. Other people who see the product will be interested and want to find out more about PIGBY Pork Noodles. This helps increase visitor awareness and interest in PIGBY Pork Noodles products.

- Testers and recommendations: PIGBY Pork Noodles provides product testers to visitors as part of a promotion. When people try the tester and are satisfied, they tend to recommend PIGBY Pork Noodles products to others. This strategy helps build trust and expand your network of PIGBY Pork Noodles users.

- Promotion via Instagram: PIGBY Pork Noodles utilizes social media platforms, such as Instagram, to promote its presence and introduce PIGBY Pork Noodles products to people who cannot make it to the show. PIGBY Pork Noodles can share interesting photos about products, user testimonials, or information related to special promotions through its Instagram account. This helps PIGBY Pork Noodles reach a wider audience and increase brand awareness online.

By using these various marketing strategies, PIGBY Pork Noodles can increase its brand exposure, attract exhibition visitors, and expand the reach of promotions through social media.

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