

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The exhibition will take place at Prasanti Restaurant, located on the 3rd floor of Building D in Universitas Multimedia Nusantara. It is scheduled for Friday, 16th June 2023, and will commence at 10 AM, concluding at 12 PM. Students are granted access to the venue for booth decoration and preparation between 8 AM and 9 AM. Each student will be provided with a table measuring 100x100cm for their exhibition display. The primary objective of this exhibition is to showcase the remarkable achievements of the students from Semester 4 Final Project. The respected group of judges will consist of lecturers and staff members from UMN. They will evaluate the projects and engage the students in meaningful discussions by posing relevant questions pertaining to their respective products.



Figure 5.1 Pagaruma Booth  
Source: Author Data

## 5.2 Budget

Table 5.1 Exhibition Budget

No	Name	Price
1	Poster A3 & A4	Rp 10.000
2	Paper Cup 5 oz	Rp 15.000
3	Injection cup 5 pcs	Rp 10.000
4	Sticker	Rp 10.000
Total		Rp 45.000

## 5.3 Product Presentation

The featured products at the exhibition are from Cafe by PAGARUMA, with the main highlight being their delectable assortment of Mochi. This collection comprises five enticing variants, namely Spartini, White Russian, Pichy Coffee Mocktail, Tropical PUNCH, and Pineapple Soda Espresso Mochi. We make the cafe move into the exhibition so looks like a cafe.



Figure 5.2 Product Presentation  
Source: Author Data



Figure 5.3 Product Presentation  
Source: Author Data

#### **5.4 Media and Promotion**

In terms of promotion, a simple yet effective approach is adopted by the writer, utilizing eye-catching banners featuring PAGARUMA's prominent logo alongside enticing menu highlights. Additionally, the writer actively engages with potential customers by elaborating on the offerings and even showcasing barista skills directly in front of the audience, whether during lectures or presentations. This interactive and visually appealing promotion strategy aims to captivate attention and generate interest in PAGARUMA's offerings.