

CHAPTER V

EXHIBITION

5.1 Location & Venue



exhibition held at Multimedia Nusantara University, 3rd floor, building D. The exhibition was attended by many students and lecturers from various departments. Apart from that, there were several people who came from outside campus. We have been provided with a table and several supporting facilities such as sockets, trolleys and a kitchen if needed to warm food and prepare other things.

5.2 Budget

The budget for the exhibition is not too much because most of it has been facilitated. Following are the expenses during the exhibition.

Tabel 5.1 Budget

No	expenses	Total
1	Transportation	Rp 54.000
2	tablecloth	Rp 45.000
3	Decoration	Rp 47.000
4	Small container	Rp 20.000
Total		Rp 166.000

5.3 Product Presentation

The products introduced at the exhibition from Cen'ka were Lumpia cempedak, Lumpia Jackfruit, Jam cempedak and jackfruit jam. The highlight and attraction of cen'ka is that it is made from cempedak. Several people who came said that this product from Cempedak was a unique idea and no one had ever tried it. the taste is also delicious and different from the others.

5.4 Media and Promotion

Promotion is carried out through social media such as Instagram. Instagram was chosen because of the large amount of interest from young people as Cen'ka's target market who use Instagram social media. Apart from Instagram, Cen'ka also promotes via email broadcasts at Nusantara Multimedia University. This had a big impact on people attending the exhibition.

