

## CHAPTER V EXHIBITION

### 5.1 .Exhibition

Exhibitions are also part of the final project. The author has participated in the exhibition which will be held on June 15 2023 and the location is at Multimedia Nusantara University, Building D, 3rd floor. In this exhibition the author displays what products will be sold and provides a short explanation about the products being offered.



Figure 5. 1 Hey Dessert Booth  
Source: Author Data

### 5.2 Budget

Before participating in the exhibition, you have prepared some of the necessary necessities, here is the list and also the prices of the goods.

Table 5.1 Budget

Tools & Supply	Price
Packaging	Rp 26.00
Sticker	Rp 12.000
Table Cloth	Rp 15.778
Cup taster	Rp 15.040
Fork/Spoon	Rp 15.000

Banner	Rp 20.000
<b>Total</b>	<b>Rp 103.818</b>

Source: Author Data

### 5.3. Product Presentation

In this exhibition, the author explains three products. The first is a Matcha dessert cup with a combination of sweet and bitter. This is also a taste that many people like. Meanwhile, the coffee dessert cup is tempting with its fragrant coffee aroma and rich taste. This coffee is intended by the author for people who like coffee. because this variant is not only for drinking, it can be enjoyed in the form of dessert



Figure 5.3 Product Presentation

Source: Author Data

### 5.4 Media & Promotion

For media and promotion, it is also important that the author uses an A3 banner which contains the Hey Dessert logo, the product name and also the Hey Dessert Instagram name.



Figure 5.3 Hey Dessert Banner

Source: Author

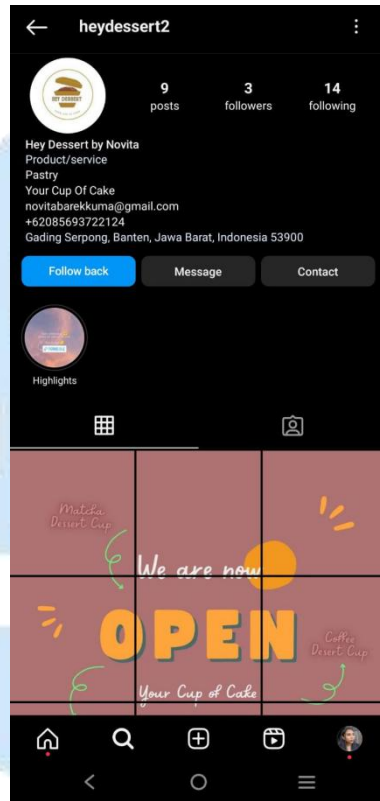


Figure 5.4 Media and Promotion  
Source: Author Data

UMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA