

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition was held on May 2, 2024, from 8:00 AM to 11:00 AM at the Lobby Annex of the P.K. Ojong Jakob Oetama Building, Universitas Multimedia Nusantara. Students were given time to set up their tables prior to the start of the event. During the exhibition, judges and lecturers visited each table to evaluate the students' products as part of their final project assessment.

The purpose of the exhibition is to showcase the creativity of hospitality students while engaging visitors who can provide valuable feedback. Through the soft launch of their product, students gain a deeper understanding of its value and market potential.



Figure 5.1 Soy Scoop Exhibition

5.2 Budget

The owner's expenses for the exhibition, including 1500 ml of ice cream, banners, labels, and decorations.

Table 5. 1 Exhibition Budget

No.	Name	Cost
1.	Ice gel pack	Rp20.000
2.	Decorations	Rp45.000
3.	Cups 25pcs @Rp3,450	Rp103.224
4.	Sample Cups 50pcs	Rp8.000
5.	Plastic Spoon 50pcs	Rp5.000
6.	Banner	Rp75.000
7.	Stickers and print	Rp20.000
8.	Product	Rp50.000
9.	Table Cover	RP 15.000
	Total	Rp341.224

5.3 Product Presentation

The owner set up four original packaging cups for each flavor which are vanilla, strawberry, chocolate and matcha to display the product's packaging. The owner also set up sample cups and plastic spoon for people to take their sample of the product.



Figure 5.2 Soy Scoop Product

5.4 Media and Promotion



Figure 5.3 Soy Scoop Banner

Soy Scoop interacts with their customers through Instagram and WhatsApp. Soy Scoop's social media person will interact with users who commented or texted on the social media account, meanwhile WhatsApp is mainly used for taking customer's orders and customer service.

Soy Scoops' promotional flyer is designed to announce the brand launch and introduce customers to its core offerings. Featuring a soft pastel pink background that aligns with the brand's identity, the flyer visually emphasizes the product while reinforcing its image as a delectable yet healthy ice cream option. Complementing this, the promotional video adopts a format similar to popular Instagram Reels to capture attention and spark curiosity. Styled to resemble typical social media content, the video subtly endorses the brand in a way that feels familiar and engaging to its target audience.