

CHAPTER V

EXHIBITION

5.1 Location & Venue

The owner participated in an exhibition that was held in UMN to introduce the variety of products and business ideas by Hotel Operations Major. In this exhibition, the owner got to introduce Pasta Ball's concept, background, and products to the Hotel Operations lecturers and also other students in the university area. There were also judges who came to grade and gave the owners a review and feedback for their products and businesses. The exhibition was held on Tuesday, 2nd of May 2024 and took place in Universitas Multimedia Nusantara's D Building, Annex area, on the 1st floor.



Figure 5.1 Pasta Ball's Exhibition Booth

The image shows the booth layout during the exhibition that was held. The booth is simple yet eye-catching. The colors used for the booth are in theme with Pasta Ball's brand identity, which is fun and modern.



Figure 5.2 Pasta Ball's Exhibition Booth

The booth's table layout is designed for both function and customer convenience. The front right side is designated for cleaning supplies such as tissues and wet wipes, available for customers to use freely. Positioned behind these are banners and brochures that promote the Pasta Ball brand—featuring the menu, pricing, business background, and contact information to help customers get to know the product better. On the left side of the table, the food preparation and display area is set up, showcasing the pasta balls alongside their flavorful dipping sauces. At the center of the table, a white plate displays three pieces of the pasta balls (one cut open to reveal the filling), offering a visual example of the actual product. Behind it, eco-friendly cardboard food boxes are neatly placed and labeled with the Pasta Ball logo. These are used for takeout orders and keep the presentation tidy. And behind them, a white frame holds a QR code labeled "Feedback Form", inviting customers to scan and share their experience, an excellent touch for gathering post-purchase insights.



Figure 5.3 Pasta Ball's Exhibition Booth

The food displayed in the photo above serves as a tester for visitors who are curious to try the product before making a purchase. Offering samples is especially important, as Pasta Ball introduces a unique and unfamiliar concept to many customers. By allowing them to experience the taste firsthand, this approach helps build interest, reduce hesitation, and increase confidence in trying something new.

5.2 Budget

In the making of the booth, the owner spent several budgets in order to make an attractive booth. The budget that the owner spend is as below:

Table 5.1. Budget list for Exhibition

No.	Name of Items	Prices
1.	Mini Banner	Rp. 35.000
2.	Standing Banner	Rp, 65.000
3.	Food Packaging (40 pcs)	Rp. 30.000

4.	Plastic Fork (50 pcs)	Rp. 5.000
5.	Packaging Brand Sticker (54 pcs)	Rp. 11.000
6.	Brand Shirt Pin (1 pcs)	Rp. 10.000
7.	Folding Brochure (2 pcs)	Rp. 20.000
8.	Feedback Card (4 pcs)	Rp. 5.000
9.	Sauce Container (50 pcs)	Rp. 20.000
10.	Food Display Container	Rp. 25.000
Total		Rp. 226.000

5.3 Product Presentation

On the day of the exhibition, the owner of Pasta ball displays all of the available products that Pasta Ball offers in the current time. The products include; Pasta Ball with 3 variety of fillings (Spaghetti, Macaroni, Fettucine) with 3 selections of sauces (Bolognese, Carbonara, Cheese), Special Sauce Pasta, and Spaghetti Carbonara. The Pasta Balls are put inside a transparent food container and separated according to its filling whilst the sauces were put beside the Pasta Ball's container and separated accordingly to the flavor of the sauce. The owner also put two Pasta Ball products on a oval-shaped plate sliced open as a visual representation of the product. The Special Sauce Pasta and Spaghetti Carbonara are put inside a bowl so that visitors can have a look on its visual. If the visitors wanted to taste the product, the owner will put the product inside the packaging with a fork included, as the tool for them to try the product. Every visitor that came to try the Pasta Ball will be given one free dipping sauce as well which they can select freely from the 3 options available.



Figure. 5.4 Table and Product Visual



Figure 5.5 Table and Product Visual

5.4 Media and Promotion

In the exhibition, the owner uses multiple tools to promote and educate visitors regarding the products and concept of Pasta Ball. The tools include using a standing banner and mini banner to showcase the menu and also brief descriptions of the products.



Figure 5.6 Standing Banner

Another tool that the owner use is a folding brochure that contains information about Pasta Ball's concept, background, philosophy, and menu. This is made so that visitors can understand better about the unique and innovative concept that Pasta Ball is trying to create.

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Figure 5.7 Folding Brochure and Mini Banner

Aside from promoting directly on the spot of the exhibition, the owner also promotes the activity through Pasta Ball's social media specifically Instagram. The owner shares the exhibition activity through Instagram's story feature and invites followers to come and visit the booth as well. Below are the example of the pictures used to promote Pasta Ball's booth through Instagram:

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Figure 5.8 Instagram Story

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Figure 5.9 Instagram Story

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