

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The exhibition regarding my final project was held in the lobby of the P.K OJONG building or Building D on the 1st floor. The author was provided with 1 table to display Frost & Flour products.



Figure 5.1 Booth  
(Source: Writer's Data)

#### 5.2 Budget

The budget issued is divided into 2 groups; the packaging and booth budget also the food ingredients budget. Here are the list of the budgeting:

##### 1. Booth Budget

Table 5.1 Budget

X banner holder	Rp. 25.000
X Banner	Rp.50.000
Packaging Paper (50 pcs)	Rp. 65.000

## 2. Ingredients Budget

Ingredients Name	Quantity	Prices
Bread	4	Rp.64.000
Cimory Vanilla Milk	1	Rp.8.000
Whipping Cream	4	Rp.132.000
Vanilla Extract	1	Rp.10.000
Chocolate Chips Ceres	2	Rp.70.000
Cimory Hazelnut Milk	1	Rp.8.000
Chocolate Sauce Sachet	1	Rp.4.000
Cimory Strawberry Milk	1	Rp.8.000
Strawberry Sauce	1	Rp.26.000
Mint Extract	1	Rp.10.000
TOTAL		Rp.340.000

Table 5.2 Ingredients Budget

## 5.3 Product Presentation

During the exhibition, a product tester is available at the table, along with a visual display of the bread and its toppings. Since the toppings melt easily, the full product—including the ice cream—is represented through a banner, while only the bread and toppings are shown physically as illustrations. Additionally, the menu is displayed with detailed descriptions for each item.



Figure 5.2 Product, menu, packaging display  
(Source: Writer's Data)

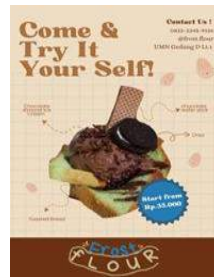


Figure 5.3 Banner Design  
(Source: Writer's Data)

#### 5.4 Media and Promotion

Frost & Flour chose the social media platform, namely Instagram. where on Instagram people can find out more detailed information about Frost & Flour. The following is an example of content that has been uploaded to the Frost & Flour Instagram account. This post explains the flavor choices and describes the packaging of our products. The video is made in a simple but conceptual way so that the audience knows the concept of this video is like entering an application that explains Frost & Flour products. Not only does our content also provide creative banner designs to attract the interest of potential buyers, our banners also represent the colors in our logo.

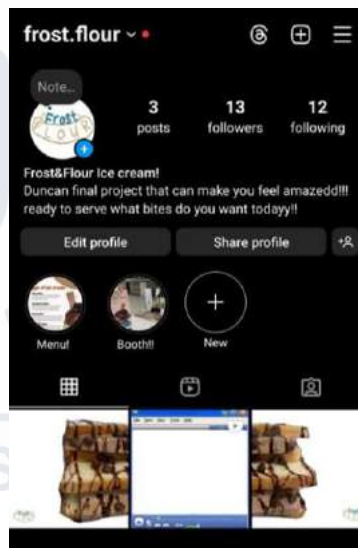


Figure 5.4 Social media account  
(Source: Writer's Data)



Figure 5.5 Social media content  
(Source: Writer's Data)

UMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA