

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition is located at Universitas Multimedia Nusantara, P.K. Ojong Oetama Tower. There was an area decorated for the exhibition of hospitality students products, the area was filled with tables and chairs. The owner got a table and chair near the front stage that is also close with a power socket. This is the area that Hochib got for the exhibition:



Figure 5. 1 Exhibition location 1




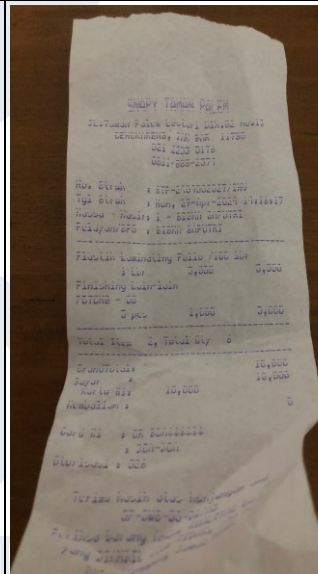
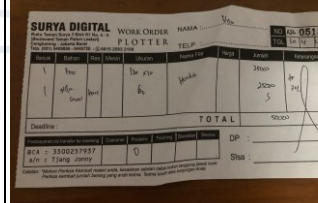
Figure 5. 2 Exhibition location 2




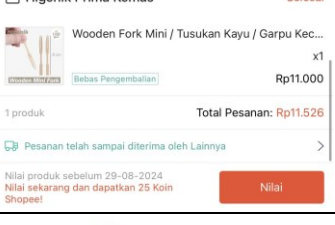
Each student got their own little area and got to decorate it as they want. The exhibition started with an opening from Ms. Adestya and Mr. Oqke from hotel operations then the evaluator were asked to go around asking about the business and testing the products.

5.2 Budget

There are expenses that were made by the owner for the preparation of the exhibition, which costs a total of Rp.448.385. Details of the purchase will be input in the table below:

Table 5. 1 Exhibition expenses

No.	Purchased item	Price	Picture
1	Ingridients for the hotteok	Rp. 285,785	
2	Name label laminating	Rp. 10,000	
3	Mini long banner and sticker	Rp. 50,000	

4	Table cloth	Rp. 42,200	
5	Mini standing banner	Rp. 38,500	
6	Paper cup packaging	Rp. 10,374	
7	Mini wooden fork	Rp. 11,526	
Total		Rp. 448,385	

5.3 Product Presentation

On the exhibition, Hochib provided every menu variant which are the original, hotdeog, sweetest, tacoed, and cheezy. Here are the pictures of the products that are available in the exhibition:



Figure 5. 3 Original



Figure 5. 4 Hotdeog



Figure 5. 5 Sweetest



Figure 5. 6 Tacoed



Figure 5. 7 Cheezy

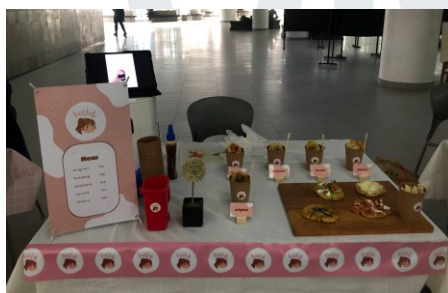


Figure 5. 8 Product display



Figure 5. 9 Product sample

5.4 Media and Promotion

In today's digital age, being on social media is crucial for businesses because it boosts the brand, allows direct customer interaction, and offers cost-effective marketing opportunities. It helps build brand awareness, manage reputation, and gain a competitive advantage. Additionally, social media provides valuable insights and analytics for better decision-making and improving products and services. Hochib uses social media like Instagram and TikTok as the main promotion of the products, here is the look of Hochib's Instagram:

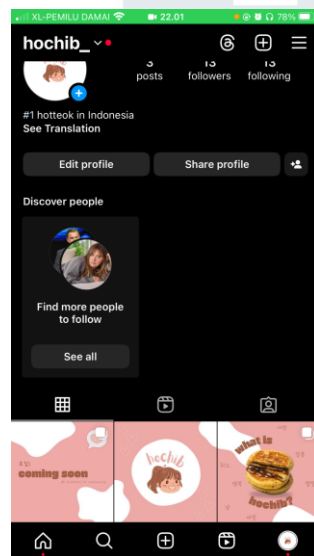


Figure 5. 10 Instagram feeds

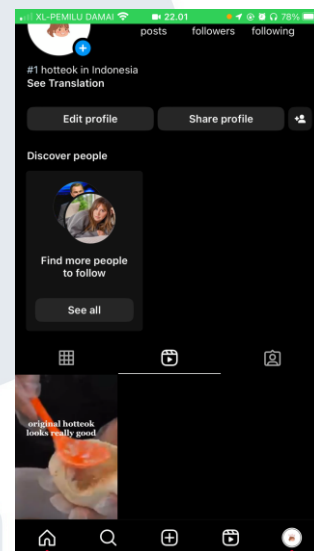


Figure 5. 11 Instagram reels

Other than social media, Hochib also has its own website to get more interactions with customer while also creating a platform to share the brand informations and get feedbacks from customer. This is the approximate look of the website:

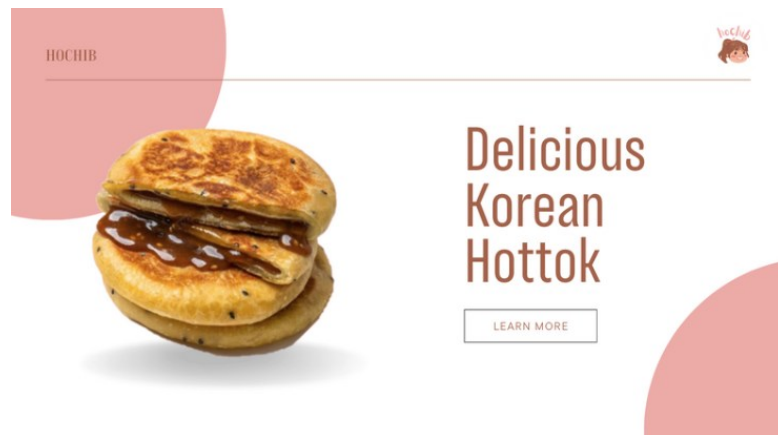


Figure 5. 12 Hochib website

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