## **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	Proceedings   Process
2		D 10.000	SAPAN NADA KEPUASNA NUDA P BERAS PULSA-0000 140 0210 P: 0812 1313 7055 CALL (NEV) MIN-UMAT 0800 0-17-00 WIB
	Name label laminating	Rp. 10,000	Compart Terrior by The  Control of the Control of t
3	Mini long banner and sticker	Rp. 50,000	SURYA DICITAL  WERE ORDER MANA  WERE ORDER MANA  WERE ORDER  FLOTTER  FLOTT

4	Table cloth	Rp. 42,200	©minifridge.id Selesai  [MINIHOME] kain backdrop polos kain backgr  LEBAR 150 BW X2  Broduk Rp15.800 Rp15.850  2 produk Total Pesanan: Rp42.200  Pesanan telah sampai >  Nilai produk sebelum 31-08-2024  Nilai sekarang dan dapatkan 25 Koin Shopeel
5	Mini standing banner	Rp. 38,500	naya jaya printing  x banner mini uk. 25 x 40 cm, cetak plus tiang fsc doff x1  Bebas Pengembalan Rp20.000  1 produk Total Pesanan: Rp38.500  Pesanan telah sampai >  Nilai produk sebelum 31-08-2024  Nilai sekarang dan dispatkan 25 Koin Shoppel
6	Paper cup packaging	Rp. 10,374	Paper Hot Cup 8 oz KRAFT / Gelas Panas Kert  X1  Bebas Pengembalan Rp9.900  1 produk Total Pesanan: Rp10.374  Pesanan telah sampai diterima oleh Lainnya >  Nilai produk sebelum 29-08-2024 Nilai sekarang dan dapatkan 25 Koin Nilai Shoppet
7	Mini wooden fork	Rp. 11,526	Higenik Prima Kemas  Selesai  Wooden Fork Mini / Tusukan Kayu / Garpu Kec  x1  Rp11.000  1 produk  Total Pesanan: Rp11.526  Pesanan telah sampai diterima oleh Lainnya  Nilai groduk sebelum 29-08-2024  Nilai sekarang dan dapatkan 25 Koin Shopeet
Tota	ıl o	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 Cheeezy



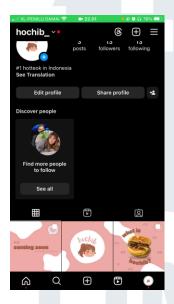
Figure 5. 8 Product display

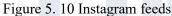


Figure 5. 9 Product sample

#### 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:





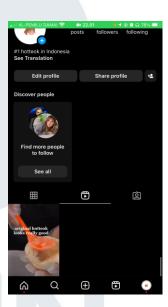


Figure 5. 11 Instagram reels

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 fedbacks from customer. This is the approximate look of the website:



Figure 5. 12 Hochib website

# UNIVERSITAS MULTIMEDIA NUSANTARA