

CHAPTER V

EXHIBITION

5.1 Location & Venue

The first exhibition of Sinyo Custard Cream Pudding took place at Multimedia Nusantara University, lobby P.K. Ojong & Jacob Oetama Building D 1st floor. The exhibition was held on May 2, 2024 at 8 AM - 12 AM. Each student is given a table with an area of 100 x 75 cm to organize exhibition materials. The main purpose of the exhibition is to showcase the product presentation of 4th semester students for the Final Project. Lecturers, UMN staff, and external guests are the main judges in grading the project exhibition and asking questions about the products exhibited by the students.



Figure 5.1 Sinyo Custard Cream Pudding exhibition booth
(Source: Writer's Data)

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5.2 Budget

Table 5.1 Budget exhibition

No	Name	Price
Decoration and Packaging		
1	Plastic Jar	Rp37,500
2	Plastic Tester	Rp20,000
3	Table Cloth	Rp20,000
4	Printing (Table Menu and Banner)	Rp70,000
5	Tray	Rp50,000
Ingredients		
1	Custard Powder	Rp13,500
2	UHT Milk	Rp17,000
3	Sugar	Rp10,000
4	Whipped Cream	Rp57,000
5	Eggdrop Biscuit	Rp8,000
6	Mugwort Powder	Rp29,000
7	Red Bean Paste	Rp16,400
8	Corn	Rp10,000
9	Banana	Rp10,000
10	Cinnamon Powder	Rp5,000
11	Cheese Powder	Rp15,000
12	Saltcheese Crackers	Rp10,500
13	Cheese	Rp13,000
14	Marie Crackers	Rp13,000
15	Choco Spread	Rp25,000
16	Choco Balls	Rp16,000
17	Matcha Powder	Rp3,000
18	Oreo	Rp12,000
19	Mint Essence	Rp10,000
20	Food Coloring	Rp10,000
Total		Rp500,900

5.3 Product Presentation

The product on display at the exhibition was Custard Cream Pudding. There are 6 variants of flavor from the Custard Cream Pudding product, such as Cinnamon Banana, Choco Matcha, Mint Oreo, Sweet Corn, Mugwort Red Bean, and Cheddar Cheese. To maintain the quality of the products presented

at the exhibition, all products were made on the day before the exhibition was held. All custard cream pudding products can be stored in a chiller to maintain product temperature before consumption. The packaging of custard cream pudding uses a plastic jar.



Figure 5.2 Sinyo Custard Cream Pudding exhibition layout

(Source: Writer's Data)

5.4 Media and Promotion

The promotion uses X Banner as an advertisement to present what is being sold at the Sinyo Custard Cream Pudding company. The visual design used is colorful to show the cheerful profile of Sinyo Custard Cream Pudding. The writer also promotes Sinyo Custard Cream Pudding with social media to attract potential customers to try the product tester and buy it. To create customer engagement as well, the writer created a testimonial board 'Share Your Thoughts about Sinyo' to promote the best-selling product flavor that customers are interested in.

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Figure 5.3 Exhibition X banner
(Source: Writer's Data)



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

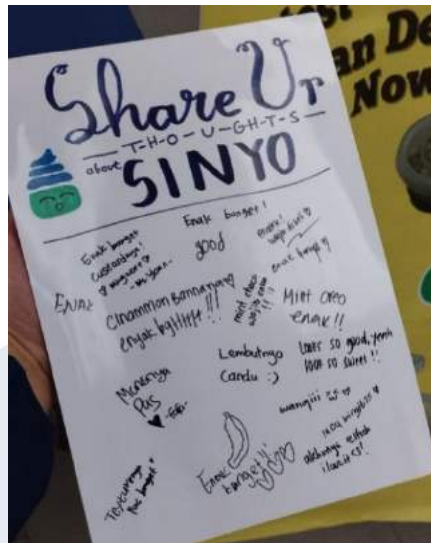


Figure 5.5 Product testimonial board

(Source: Writer's Data)

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