

CHAPTER V

EXHIBITION

5.1 Location & Venue

The writer had an exhibition that was held to introduce Tacolicious products to all the Hotel Operations' lecturers and invited guests. The exhibition was held on Thursday, 2 of May 2024 and took place in Universitas Multimedia Nusantara's D Building, P. K. Ojong Oetama Tower, 1st floor. This layout supports students in displaying their products.



Figure 5. 1 Tacolicious Exhibition Booth

Source: Writer's data

5.2 Budget

The following table shows the exhibition budget. This budget covers the supplies required to produce 12 pcs of taco in total, 4 pcs for each variant of tacos and 680 ml of each beverage type for sampling and display.

Table 5. 1 Booth expenses

Booth		
No.	Name of items	Prices
1.	Plastic cutting board	Rp 29. 000
2.	Banner	Rp 20.000
3.	Plastic display	Rp 60.000

4.	Square wooden plate	Rp 32.000
5.	Sticker	Rp. 12.600
Total		Rp 153.600

Table 5. 2 Ingredients expenses

Ingredients		
No	Name of items	Prices
1.	Onion	Rp. 16.000
2.	Tortilla shells	Rp. 130.000
3.	Iceberg lettuce	Rp. 22.000
4.	Papprika	Rp. 27.000
5.	Oil	Rp. 11.500
6.	Salt	Rp. 5.000
7.	Black pepper	Rp. 15.000
8.	Saikoro beef	Rp. 65.000
9.	Dada ayam	Rp. 30.000
10.	Proteina	Rp. 11.090
11.	Sirup Blue citrus	Rp. 20.200
12.	Saus salsa	Rp. 17.700
13.	Selasih	Rp. 15.000
14.	Soda water	Rp. 12.000
Total		Rp. 397.490

5.3 Product Presentation



Figure 5. 2 Tacolicious Food Product Display

Source: Writer's data



Figure 5. 3 Tacolicious Food Product Display

Source: Writer's data

On the day of the exhibition, the owner had the opportunity to display Tacolicious products, including Signature Taco, Chicken Taco, Vegan Taco, Watermelon Aguas Frescas, and, of course, Blue Lagoon. Our signature taco is a food that is made of corn tortilla taco shells, vegetables, saikoro beef with salsa sauce. Chicken Taco is made of corn tortilla taco shells, vegetables, chicken meat

with salsa sauce. Vegan Taco is made of corn tortilla taco shells, vegetables, pure soybeans that have been separated from the oil with salsa sauce. And for the beverages watermelon aguas frescas is made of watermelon juice with sugar. And blue lagoon is made of soda water, blue citrus syrup, and lemon.

5.4 Media and Promotion

For the media and promotion the writer decides to use a banner for the media and promotion. The banner itself contains the logo of Tacolicious, Tacolicious slogan and Instagram account of Tacolicious.



Figure 5. 4 Tacolicious Media and Promotion

Source: Writer's data