

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition featuring the writer final project was held in the main lobby of the P.K. Ojong Building, also known as Building D, on the first floor. In this activity, each participant was given an individual table as a special area to organize and display their own products. This arrangement aims to ensure that each work can be displayed professionally and neatly, as well as facilitate interaction with visitors, lecturers, and fellow students who are present during the event.



Figure 5.1 Booth
(Source: Writer's data)

5.2 Budget

1. Booth budget

Table 5.1 Exhibition Budget

Name	Price
Banner	242.000
Table cloth	31.000
Cup for tester 50 pcs	32.950
Acrylic sauce holder	19.000
Spork wood mini 50 pcs	34.250
Wooden tray	21.000
Key chain Noodle Time 10 pcs	87.700
Sticker Noodle Time 200 pcs	49.300
Pin custom Noodle Time 5 pcs	26.000
Packaging pouch 15 pcs	45.900
Total	589.100

2. Ingredients budget

The table below shows the budget for the materials used for the exhibition. Each material is shown complete with quantity, unit, price per unit, and total cost.

Table 5.2 Exhibition Ingredients Budget

Ingredients	Quantity	Unit	Price	Total
Garlic	1000	gr	Rp 100.000	Rp 100.000
Onion leaves	1000	gr	Rp 18.200	Rp 18.200
Chili flakes	1000	gr	Rp 62.000	Rp 62.000
Penyedap jamur	1000	gr	Rp 115.000	Rp 115.000
Pepper	1000	gr	Rp 39.800	Rp 39.800
Sugar	1000	gr	Rp 13.000	Rp 13.000
Black vinegar	1000	gr	Rp 30.000	Rp 30.000
Oil	1000	ml	Rp 18.000	Rp 18.000
Gochugaru paste	1000	gr	Rp 132.500	Rp 132.500
Selai kacang	1000	gr	Rp 85.000	Rp 85.000
Black bean paste	1000	gr	Rp 98.000	Rp 98.000
Total				Rp 711.500

5.3 Product Presentation

The Noodle Time product exhibition was held in the main lobby of P.K. Ojong Building (Building D), Multimedia Nusantara University, as part of my final project. On this occasion, the writer was assigned a table for the product display exhibition. Noodle Time's booth was designed with a simple yet professional concept, featuring the main product, Instant Fried Potato Noodle, which is a potato-based instant noodle sold online. The table was decorated with a neutral square patterned cloth that gave a clean and neat impression.

On the table were displayed the main packaging product, several product samples in cups for trial or tasting sessions, as well as various variants of complementary sauces that characterize the product. Namely chili oil, peanut butter, gochugaru, black bean sauce. In addition, the booth was also equipped with a bright green standing banner containing the logo, and product visuals that served as the main attraction and booth marker. During the exhibition, I also had direct interactions with visitors who came to taste and provide feedback on the products. The exhibition was an important means to introduce Noodle Time to the public, test the market response, and build brand awareness directly.



Figure 5.2 Product Presentation

(Source: Writer's data)



Figure 5.3 Product Presentation
(Source: Writer's data)



Figure 5.4 Banner Design
(Source: Writer's data)

5.4 Media and Promotion

To promote Noodle Time products, the writer uses social media, especially Instagram, as the main platform to build brand awareness and reach a wider audience. The Instagram feed is filled with visual content that is attractively and consistently designed, using the brand's signature bright green base color to give a fresh and healthy impression. Through a playful, interactive and informative visual approach, the Instagram account became the main tool in building Noodle Time brand identity, creating a relationship with followers, as well as an effective promotional medium for this innovative instant potato noodle product.

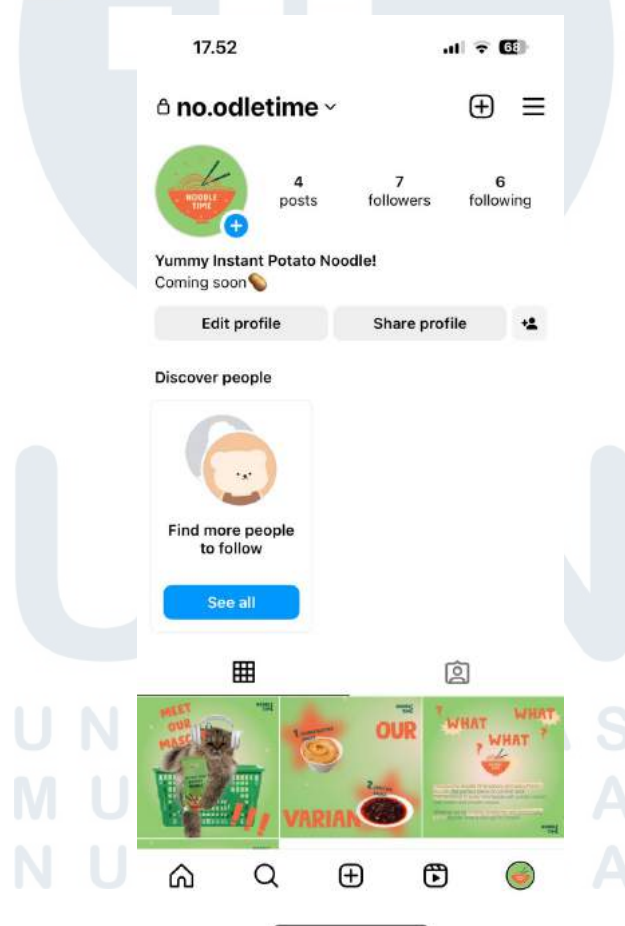


Figure 5.5 Social Media Account

(Source: Writer's data)