

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition held in the lobby of building D, P. K. Ojong Oetama Tower, Universitas Multimedia Nusantara. In this area, there are 30 tables available for students to set up their own products. This setup helps students effectively display their products.



Figure 5. 1 The owner with booth at Exhibition

5.2 Budget

The table below shows the budget used for the exhibition. This budget includes all materials used to make 30 products from HAP. The table below also contains the equipment used to fill the booth during the Exhibition.

Table 5. 1 Booth Expense

Booth		
No	Item	Price
1)	Table Cloth	25.000
2)	Tissue Box	33.581
3)	Display Banner	46.424
4)	Display Menu	18.776
5)	Packaging	64.940
6)	Alumunium Foil	26.418
7)	Display Food Product	50.000
	Total	265.139

Table 5. 2 Ingredients Expense

Ingridients		
No	Ingridients	Price
1)	Paha Ayam Giling	55.000
2)	Bawang Bombay	28.000
3)	Bawang Putih	56.900
4)	Minyak Wijen	42.000
5)	Soy Sauce	33.240
6)	Saus Teriyaki	19.000
7)	Telor	33.000
8)	Tepung Roti	15.000
9)	Beras	190.000
10)	Blue Band	9.000
11)	Rumput Laut Kering	21.500
12)	Kimchi	57.400
13)	US Sliced Beef	72.500
14)	Kaldu Jamur	97.500
15)	Cilantro Leaf	5.000
16)	Mozarella	35.000
17)	Saus Sambal	22.000
18)	Mayonaise	15.000
	Total	807.040

5.3 Product Presentation

During the exhibition, HAP brought all of its product variants. Each product was made in a quantity of 5 pieces, resulting in a total of 30 products being brought. HAP also provided equipment so that its products could be sampled directly, such as packaging, hand gloves, and tissues.



Figure 5. 2 Takeaway Display



Figure 5. 3 Food Product



Figure 5. 4 Dine in Display

5.4 Media and Promotion

To promote HAP, the owner uses several tools designed to provide information about HAP and make it easy for customers to get to know HAP.

1. Standing Banner: Placed on the table for customers to easily see. It includes product photos, rice variations, HAP's phone number, Instagram handle, and opening hours.
2. Menu: Lists rice variations with prices for each option.
3. Business Card: Contains a thank-you message for trying HAP and provides HAP's Instagram handle for customers to leave reviews.
4. Survey: Used to gather feedback and suggestions to help HAP improve.
5. Instagram: HAP's platform for promoting promotions, explaining HAP, online ordering, and interacting with customers.



Figure 5. 5 Standing Banner



Figure 5. 6 Menu



Figure 5. 7 Bussiness Card



Figure 5. 8 HAP Survey

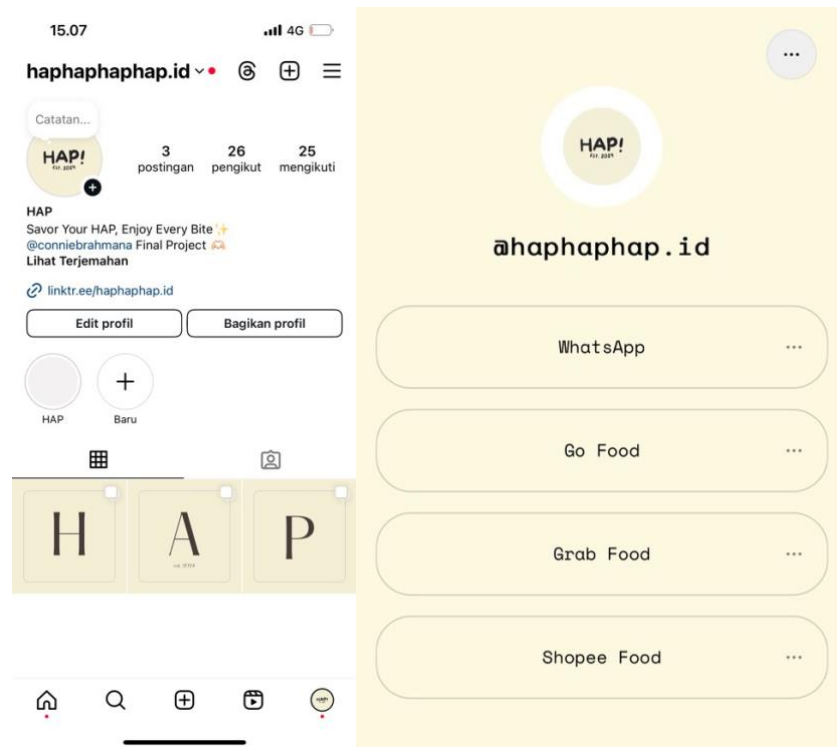


Figure 5. 9 HAP Instagram

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA