

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition for the final project was held at the Nusantara Multimedia University, building D annex, close to P.K Ojong and Jacob Oetama.



Figure 5.1 Location of venue
(Source: Writer's data)

5.2 Budget

The table below is the budget that I spent when holding an exhibition.

Table 5.1 Budget

Tools and supply	Price
Banner	Rp 25.000
Paper Plate	Rp 10.000
Ingredients	Rp 426.600
Wooden fork	Rp 5.000
Table cover	Rp 10.000
Packaging	Rp 21.000
Total	Rp 497.600

5.3 Product Presentation

The product was presented to the jury as a crepe cake rolled up like a towel, known as S'roll Cake. The gingerbread flavor was identified as the favorite. The taste was highlighted in the whipped cream. S'ROLL is planned to be sold at G-Town, Gading Serpong.



Figure 5.2 Product Presentation
(Source: Writer's data)

5.4 Media and Promotion

The Instagram account is used as the official page of S'roll Cake is below, a creative business where towel cakes are sold. Through this page, various products and variants can be viewed, and orders can be placed directly via DM.



Figure 5.3 Media and Promotion
(Source: Writer's data)