

# Booth Display Model Training for Marketing of Tambak Products Produced in Tambak Oso Sidoarjo Village

*by Dyan Agustin*

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## Conference Paper

### Booth Display Model Training for Marketing of Tambak Products Produced in Tambak Oso Sidoarjo Village

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#### Abstract

One of the marketing media that is considered quite effective is the product exhibition. By participating in the exhibition they can introduce their products and conduct market research. In the exhibition, booths or booths are needed to display their practical and attractive products. Interesting in the sense of having a beautiful shape that can support their product, practically in the sense that it can be used repeatedly and easily in terms of installation and dismantling. With the knowledge of the display booth model of processed products, the fishpond product is expected to increase sales so that it will also increase the income of the farmers in the Tambak Oso Sidoarjo village and in the future Tambak Oso Sidoarjo Village will become a Tourism Village.

**Keywords:** Booth display, marketing, farm

#### INTRODUCTION

The main economic sector in the Sidoarjo region is the fisheries sector. This is because the location of Sidoarjo is between two large rivers. In the fisheries sector the prominent categories are shrimp and milkfish which in the last few years have reached 85% of the total fishery products. The number of pond farmers in Sidoarjo reaches 3,000 people with a total land area of 15,530 ha. The large number of commodities produced by the ponds are of course balanced by efforts to increase the durability of post-harvest fisheries. Therefore, there are also many centers of small-scale industrial centers processed in the ponds in Sidoarjo, where there are many ponds, one of them is Tambak oso Village. According to data obtained from the results of the previous dedication there were about 10 craftsmen who produced products including presto milkfish, crispy milkfish, milkfish brain brains, thornless milkfish, milkfish crackers, shrimp crackers, petis, shrimp paste.

#### METHODS

The principle of marketing is understanding consumers' desires in a more effective way than competitors to increase sales. Referring to the partner problems above, a solution is made, including:

1. Training product display booth models, where the display booth can be used to sell at their own homes or to attend exhibitions. Broad marketing will cause the number of products produced will increase and the income received will also increase.
2. Conducted training in the making of brochure designs, business cards, flyers etc. as supplementary media for offline marketing and at the exhibition.

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The steps that have been taken are as follows:

1. Conducting counseling and training for the craftsmen of processed fish products in Tambak Oso Sidoarjo Village about the importance of having a display booth to display their products as well as completeness for offline marketing such as brochures, business cards, pamphlets etc. This display booth can be used for exhibitions or placed in their respective homes. Besides that, they were shown several display booth models with modular and knockdown systems. By using this system, it is expected that the display booth produced can be easily and practically assembled to carry around during the exhibition. In addition, training was also made on the manufacture of display booths for processed fish products. At this stage a 1: 1 scale prototype was shown and shows how to make it. With this activity, it is expected that the craftsmen can make their own display booth with easy manufacturing criteria, easy to get the material, cheap price. By making their own display booth they are expected to be more efficient and maximal. Extension site: in the village of Tambak Oso Waru Sidoarjo. Number of counseling participants: 20 people.
2. Perform evaluation every 2 weeks by looking at changes in the attitude and behavior of the craftsmen to the knowledge and technology that has been transformed. Have there been changes in attitude and behavior after being given counseling and training on display booth models and complementary media, among others brochures, business cards, pamphlets. If there are obstacles, it is necessary to have a discussion again so that the craftsmen understand and can apply it.

## RESULT AND DISCUSSION

The potential of the Tambak Oso Sidoarjo Village is actually quite large, this is evidenced by the various types of processed fish products produced by several small industry players in the area. Products include milkfish presto, milkfish crispy, brain brains milkfish, thornless milkfish, milkfish crackers, shrimp crackers, petis, shrimp paste etc. From the interview results, the problems found in the partners are:

1. There is no maximum display booth to display their products. They are still having trouble selling their products even though the taste and packaging of their products can be enough to compete with others. This has made the background of the proposed program namely counseling display booth models for marketing fishpond products in Tambak Oso Sidoarjo Village.



Figure 1. Display booth of existing milkfish and cracker products

### Counseling and training

Counseling and training were held on July 19, 2018 at the Tambak Oso Village Hall in Sidoarjo. Participants who were present consisted of 5 UKM and several housewives. At the time of the extension, material was given about the importance of displaying their products and the importance of participating in the exhibition. Some UKM bring their products to be consulted. The enthusiasm of the counseling participants is very high as seen from the many questions about how to display the interesting ones related to their respective products. Furthermore, UKM

participants were given questionnaires / content forms related to their respective products as data for the improvement of the display booth design



Figure 2. Participants in counseling and training in the design of display booth for fish processing products from Tambak Oso Sidoarjo Village

### Design Concept

The concept of designing display booths for fish processing products is easy and efficient, which is a concept that offers convenience, practicality and flexibility to be used by everyone. Understanding easy according to the Oxford Dictionary Dictionary is achieved without great effort; presenting few difficulties. This understanding leads to the ease of the system to be dismantled (user-friendly) and easy to transport (Oxford, 1991). Understanding efficient according to the Oxford Dictionary is a maximum productivity with minimum wasted effort or expense (of a system). This refers to the minimum use of materials to achieve maximum results. So it can be concluded, easy and efficient is a concept that represents a system that is easy to use by everyone.

Based on the purpose and design concept, the knockdown system is used with the following considerations:

1. Easy installation and dismantling.
2. Consists of several separate components and facilitates packaging (10 parts).
3. Facilitate mobility or transportation.
4. Facilitate the process of maintenance or replacement of components in the internal parts.
5. Facilitate work operations.
6. Construction becomes simpler.
7. The wide use of materials and types can be easily applied in assembly.

The knockdown system is a booth that uses several separate parts and can be installed directly on the location quickly so that it can save time and money. The module size of this booth is 30cm x 80cm x 150cm. The construction uses a connection system and panels for ease of installation (Lawson, 1981). Provisions in setting up exhibition stands have been determined internationally by the International Association of Exhibitions and Events (IAEE) in 2011. Things that are regulated include booth height, display conditions, circulation in the booth, installation of signage, installation and utilization of lighting, provision of storage, provisions on floor, wall, ceiling, completeness of attributes, and material standards.

### Application

The design application for display booths for processed products from ponds based on consideration of background, selected concepts and design themes is as follows:

1. Form  
The shape of the rectangular shelf display is the application of the concept of efficient and aesthetic. The facet 4 is also very stable so it can stand firmly and can support the arrangement of the booth layout to be more flexible.

2. Material  
The main material used is multiplex because of the lightweight and easy to obtain compared to other materials. For the main reinforcement construction plate is used on several joints.
3. Knockdown system  
Unloading methods or terms that are more popular are knock down is a method that is widely used for assembly. The assembly process with the knock down method generally uses a pin or screw connection.
4. Packaging  
Packaging is easier because the nature of the knockdown system consists of separate components.
5. User Friendly  
Can be assembled by 1-2 people, both men and women.
6. Color  
Colored booth module that reflects the processed fish products so that it is suitable for use as a display of pond products, namely by using brown color.
7. Eco  
The application of the eco concept on the design of this knockdown system is the use of materials that can be recycled. The module can be used for several times (reuse), so it can reduce material disposal (reduce).

### Transformation

Design development uses an approach to form composition orientation, where strength and effectiveness have been tested.

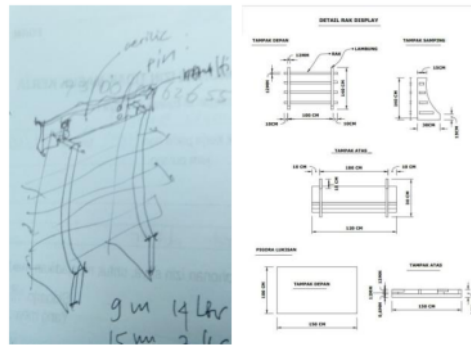


Figure 3. Picture of the display booth work

Making process :

The processed display booth of the pond consists of 3 main parts, namely the column section, the rack part and the locking part. This is so that the concepts of easy and efficient can be achieved. The resulting display booth can be easily assembled and easy to mobilize (picture)



Figure 4. 3 Main parts of the display booth

### *Column section*

The column section is the part that supports the whole other part. This section is a structural part so that the rack can stand firm. The height of the section of this column is 140 cm. Because it uses the concept of easy and efficient, a folding system is made to be easily carried when you want to use. The folding process is by dividing the length of the column into two parts then for the unification process using hinges and hooks.



Figure 5. column section

### *Rack section*

On the shelf there are six shelves as fillers. The function of the shelf here is as a place for displaying processed fish products. The shelf width adjusts the type of product produced. The maximum width of the product is 30 cm, so the width of the shelf also adjusts. This is intended to be easy to understand and does not take up a lot of space. The joint that is used is a cross link between the rack and the column.



Figure 6. Rack section



### *Locking section*

The locking part is the final part that is installed on the display booth. Besides functioning as a locker it also functions as an logo display because it is equipped with an acrylic board to display the company name / logo / UKM.



Figure 7. Locking section at the top

The design on this knockdown system has the advantage of being able to be easily assembled and can be brought to the exhibition area practically because it can be put in one bag.

### **CONCLUSIONS**

Based on the results of a literature review compared with the results of interviews and field data, the formulation of the problem was related to the needs of the exhibition, namely the knockdown booth design for pond products. Based on the survey results, the most important requirement in the exhibition was the ease of assembly and dismantling of booths with furniture designs that could be adaptable to a variety of room conditions considering the area of the booth had various sizes according to the provisions of each tenant. The design not only thinks about construction and space size, but as a designer, design must also be able to build an image or brand from a retail with an attractive design without reducing the functions and needs of its users.

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