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| --- | --- | --- | --- | --- |
| **No** | **Nama Alat** | **Jumlah** | **Harga Satuan (Rp)** | **Total (Rp)** |
| 1 | Blender | 1 | 300.000 | 300.000 |
| 2 | Kompor gas | 1 | 250.000 | 250.000 |
| 3 | Wajan stainless steel | 1 | 150.000 | 150.000 |
| 4 | Spatula kayu | 2 | 20.000 | 40.000 |
| 5 | Timbangan digital | 1 | 150.000 | 150.000 |
| 6 | Saringan kain | 2 | 25.000 | 50.000 |
| 7 | Botol kaca (isi 12 pcs) | 1 set | 120.000 | 120.000 |
|  | **Total** |  |  | 1.060.000 |

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| **No** | **Kegiatan Utama** | **Kuantitas** | **Harga Satuan (Rp)** | **Total (Rp)** | **Keterangan** |
| 1 | **Branding di Media Sosial** | 10 konten (foto & video) | 30.000 | 300.000 | Pembuatan konten Instagram dan TikTok (termasuk biaya desain dan boost iklan). |
| 2 | **Promo Sampel Gratis** | 50 sampel (pempek kecil) | 5.000 | 250.000 | Dibagikan di area kampus untuk menarik perhatian mahasiswa. |
| 3 | **Bazar Kampus** | 2 hari | 200.000 | 400.000 | Biaya sewa stan dan dekorasi sederhana (spanduk, meja, dll). |
| 4 | **Paket Diskon Launching** | 100 paket hemat (5 buah/paket) | 22.000 | 2.200.000 | Harga khusus launching, setiap paket dijual Rp22.000. |
| 5 | **Penjualan Online (Pre-order)** | 50 paket pre-order | 22.000 | 1.100.000 | Harga jual Rp22.000/paket, target 50 pembeli dalam periode pre-order. |
| 6 | **Produksi Awal** | 500 pempek (stok awal) | 2.500 | 1.250.000 | Biaya bahan baku (ikan gabus, tepung, bumbu) untuk produksi awal. |
| 7 | **Desain Kemasan** | 100 pcs | 5.000 | 500.000 | Biaya cetak stiker logo dan kemasan food grade (kardus atau plastik). |
|  | **total** |  |  | **6.500.000** |  |

| **No** | **Nama Alat** | **Jumlah** | **Harga Satuan (Rp)** | **Total (Rp)** |
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| 1 | Blender | 1 | 300,000 | 300,000 |

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| --- | --- | --- | --- | --- |
| 2 | Kompor gas | 1 | 250,000 | 250,000 |

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| 3 | Wajan stainless steel | 1 | 150,000 | 150,000 |

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| 4 | Spatula kayu | 2 | 20,000 | 40,000 |

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| 5 | Timbangan digital | 1 | 150,000 | 150,000 |

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| --- | --- | --- | --- | --- |
| 6 | Saringan kain | 2 | 25,000 | 50,000 |

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| --- | --- | --- | --- | --- |
| 7 | Botol kaca (isi 12 pcs) | 1 set | 120,000 | 120,000 |