

DIGITAL PROMOTIONAL CONTENT DESIGN TRAINING WITH CANVA FOR MSME CIOMAS, BOGOR

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ABSTRACT

This training activity aims to improve the ability of MSME actors in Ciomas to create attractive and professional digital promotional content through the Canva application. This application was chosen because of its ease of use by MSME actors who do not have in-depth technical skills in graphic design. During the training, participants are taught to create logos, business cards, as well as other promotional content that suits their business identity. This activity aims to overcome common problems faced by MSMEs, such as lack of knowledge about technology applications and difficulties in creating attractive content for product promotion. The training was conducted with a hands-on discussion and hands-on method, where participants used Canva on their respective devices to produce the desired design. The results of this activity showed that participants improved their ability to design digital promotional content, thereby helping them strengthen branding, expand market reach, and increase competitiveness in the digital era. This training was attended by 17 MSME actors in Ciomas consisting of food & beverage businesses.

Keywords: content design, digital promotion, canva, entrepreneurship

INTRODUCTION

In the increasingly developing digital era, the ability in graphic design is one of the important competencies for micro, small, and medium enterprises (MSMEs). This capability can support effective product marketing efforts through social media and other digital platforms. However, many MSMEs, especially in the Ciomas area, still face challenges in terms of visual design skills. This is due to limited knowledge, access to resources, and the inability to use complex design software such as Adobe Photoshop or Illustrator.

Canva, as a user-friendly web-based graphic design platform, offers a simple but effective solution for MSMEs in producing high-quality visual content. With Canva, MSMEs can easily create posters, brochures, and other promotional materials without requiring in-depth technical skills. However, even though the platform is relatively easy to use, many MSMEs in Ciomas still do not utilize it optimally. The lack of specialized training in using Canva is one of the factors that hinders them from developing visual marketing materials that are attractive and tailored to their needs.

Design training using Canva is indispensable to empower MSMEs in Ciomas to be more competitive in the market. With the right training, they can improve branding, expand market reach, and increase sales through more professional and effective digital marketing. This training will also help overcome limitations in marketing budgets, because by using Canva, MSMEs can produce promotional content at a more affordable cost than using professional design services. Therefore, the existence of Canva design training for MSMEs in Ciomas is one of the strategic steps in supporting business development and sustainability in the digital era.

The Canva application has been proven to provide significant benefits for MSMEs in creating effective and engaging visual marketing materials. Since its introduction, Canva has offered easy access for small businesses who often don't have the budget to hire a professional graphic designer. With intuitive drag-and-drop features and a diverse collection of templates, MSMEs can quickly create visual designs, such as logos, posters, brochures, social media content, and product packaging, without requiring in-depth technical skills.

Research shows that using Canva helps MSMEs increase their competitiveness and expand their market reach. For example, Canva allows MSMEs to present consistent and professional branding, which plays an important role in attracting the attention of potential customers. In addition, this application provides flexibility for MSMEs to make design adjustments at any time without having to rely on third parties, thereby speeding up the promotion process and responding to dynamic market trends (Nugraha, 2019)

Several studies in previous studies have shown that Canva is able to empower MSMEs to develop a stronger visual identity, which in turn helps increase sales and strengthen their position in the market. Additionally, Canva's relatively low cost of using it makes it an ideal choice for MSMEs looking to improve the quality of their visual marketing on a budget. Therefore, Canva is not only a practical tool, but also strategic in supporting the development of MSMEs in the digital era (Wijaya & Saputra, 2022; Aini & Hartono, 2020).

To increase consumer appeal in buying products, a strategy is needed for business actors, especially MSMEs, one of which is by creating a logo design on the packaging and creating digital content as a promotional media. Creating a logo on the packaging aims to be a product identity for MSMEs and is able to build branding to consumers so that products are easily remembered and recognized, in addition, digital marketing is one way for products to be promoted widely. This is not easy for MSMEs, because the limitations of MSMEs, one of which is the lack of knowledge in utilizing digital technology and the ability to create attractive graphic designs. Promotional activities function as a tool to influence consumer purchasing behavior and use of services according to consumer needs (Maulidasari & Damrus, 2021).

According to Khomariah & Primandari (2021), attractive promotional content is one of the main keys to digital marketing. Attractive designs influence consumers' desire to buy (Rosandi & Sudarwanto, 2014). Creating digital content requires attractive graphic designs, one way that can be done in creating attractive graphic designs is by using the application, namely Canva. Canva is one of the design media that is considered easy and fast and this application provides various designs and templates for free, making it easy for users to create graphic designs (Dewi et al., 2023).

The Canva application provides many templates such as creating power points to make presentation materials attractive, creating posters, covers, flyers, brochures, business cards, Instagram content, etc. with a variety of font and color choices (Arifin et al., 2021) However, the ability to create promotional content and graphic designs using Canva is still one of the obstacles and problems for MSMEs in Ciomas Hills, even though these skills are very useful for the 17 MSMEs in the area. Among these MSMEs, many still do not have the skills to create graphic designs using Canva, have not optimized social media for business and also do not have a business logo.

The objectives of this community service activity are: 1) providing training and education on the use of promotinal media, (2) providing education on creating digital content using Canva, (3) providing training in designing digital promotional content using Canva and (4) creating business logos and banners with the Canva application for MSMEs Ciomas Hills.

METHOD

Digital promotional content design training using Canva for Ciomas MSMEs was conducted at the Tegal Miring Shop located on Jl. Pintu Ledeng, Ciomas District, Bogor Regency. The participants who attended were mostly housewives who had businesses to help the family economy, attended by 17 MSME participants. Participants who took part in this activity were MSMEs registered in the Ciomas District MSME community consisting of food, craft, catering, frozen food, cookies, cakes, drinks such as teh tarik, herbal medicine, fruit ice and crafts. Participants who attended and took part in this activity were required to download the Canva application on their smartphones to facilitate the training process.

The main activities were carried out with several stages of the method, namely:

- a) Providing pre-tests and post-tests to participants
- b) Providing general overview material regarding the definition of a logo, the use of a logo, the benefits of applying a logo to a business, digital content and the Canva application
- c) Providing assistance by conducting workshops and participants directly trying to design logos, make business cards, banners and create digital promotional designs using the Canva application on smartphones



Figure 1. Activity Process Flow Diagram

Regarding the activity flow diagram, there are several flows that will be carried out, namely: 1) First, training and workshops will be provided by the implementing team to partners; 2) In the training and workshop process, partners will be given training on how to create promotional media accounts, which can be in the form of WhatsApp business, Instagram, Facebook or TikTok; 3) Next, enter into training on creating digital promotional content and logos using Canva; 4) When partners are able to create the content, the next step is to post the results of the promotional content on each partner's promotional media; 5) When the training and workshop are finished, the next step is to conduct ongoing evaluations of the partners, by asking partners to show the results of their respective promotional content designs using Canva; 6) The last activity is to make a report for the final process, namely publication.

RESULTS AND DISCUSSION

This activity was held on May 8, 2024, where 17 MSMEs attended the MSME participants. After the interviews and discussion sessions were completed, before entering the counseling session, a pre-test was first carried out with the aim of finding out to what extent the MSMEs knew and understood about making attractive logos using canva followed by providing education or counseling. During the counseling session, the MSMEs were given material about logos and the canva application. When providing the material, a question-and-answer session and discussion were also carried out as well as an evaluation of the MSMEs that already had logos.

Table 1. Pre-Test and post-Test Results

Criteria	Pre-Test		Post Test	
	Wrong	Right	Wrong	Right
Definition of logo	3	14	0	17
Functions and Benefits of logos	5	12	0	17
Logo Features	7	10	0	17
Logo Types	10	7	0	17
Graphic Design Application Examples	2	15	0	17
Functions of Using Canva	3	14	0	17

Data sources 2024

Based on table 1 regarding the results of the pre-test and post-test, it shows that in the pre-test results, there are still participants who do not know at all about the definition of a logo, types of logos, functions and benefits of logos, and the Canva application itself. The post-test results show a significant difference from before the training was carried out and after the training, there was an increase in participants' knowledge and understanding in digital promotion, logos and the Canva application. The materials provided in this activity include logos, functions and benefits of logos, types and uses of logos, how to design logos, the use of digital promotional content and designing logos and creating digital content with Canva.

Based on the results of the discussion during the activity, some already have logos but are not attractive and informative, some of the MSMEs do not even have a logo at all. In fact, having a logo greatly supports the sales of MSMEs. Consistent use of a logo will build branding of the products offered so that they are easily recognized. This is reinforced by (Nisrina, Nisa, & Laily, 2023) branding can strengthen marketing strategies to be able to compete in the market and build brand awareness so that the products offered are easily recognized. The use of logos on packaging can build a positive branding image for a product to attract buying interest. With a brand identity, it can be used as a product characteristic identity to be more easily recognized by consumers and to distinguish between one product and another (Prasetya, Nirwana, & Styta Bakti, 2023)

The results of research on logos and their relationship to brand equity where the complexity of a brand's logo has been proven to be an important factor in brand recognition and brand attitude (Van Grinsven & Das, 2016). In line with them, Setiawati (2019) argues that a consistent identity can strengthen the perception of a brand. Based on this, landmarks including logos as brand identifiers that are consistently applied in various media are very important for MSME products.

The following is an overview of the materials provided:

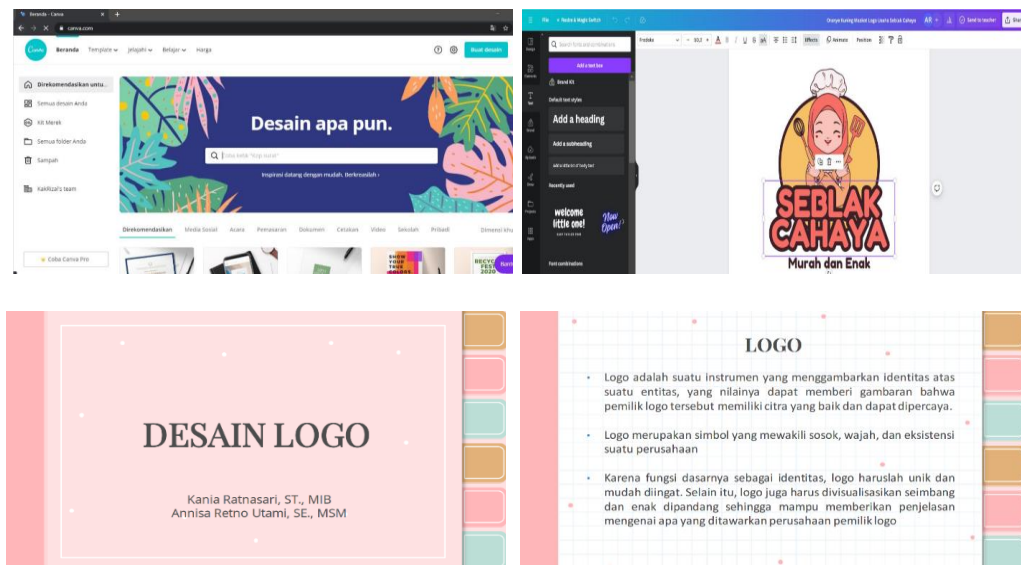


Figure 2. Training Materials

In this activity, participants not only get training materials, but participants also do a workshop on creating designs with Canva individually. Image content is one of the contents that can attract consumers' attention. not only posting product images, but ideas and creativity are needed from business actors to package the product images into valuable content (Andri et al., 2019). Business actors try to design logos using the Canva application on their respective gadgets and get the desired results. The lack of ability of participants in designing content and creating attractive logos can be overcome by using free applications that offer various templates that can be used. The resulting design is based on the type of MSME product that will be used as a promotional media.

Previously, it may have been limited to simple and less attractive designs, MSMEs are now able to create more professional and eye-catching visual content. They can use various templates provided by Canva or change them according to their own needs and brand identity. They become more confident in experimenting with designs and exploring various ideas to communicate their messages effectively to consumers. Thus, the MSME brand image becomes more consistent and convincing to potential customers.

The following are the design results using Canva made by participants:



Figure 3. Canva Design Business Card Maker

In Figure 3. One of the participants made a canva design for a business card and made a business logo. Creating business cards and business logos using Canva shows that this platform is very helpful for MSMEs in creating a professional business visual identity easily and efficiently. Canva provides a variety of templates that can be

customized for specific needs, so MSMEs can quickly create business card and logo designs without requiring in-depth graphic design skills.

In the process of creating a business card, users can choose from a variety of templates that Canva has provided, customize it to their business identity, and enter important information such as business name, logo, contact, and slogan. The resulting business card not only looks professional, but can also reflect the characteristics of the business visually. The use of appropriate colors, fonts, and layouts can help MSMEs strengthen their image in the eyes of potential customers or business partners.



Figure 4. Design a Business Logo with Canva

Figure 4 as one of the results of the participant's logo design using Canva. Creating a design with Canva makes business logos also simpler and more affordable with Canva. The platform offers a variety of graphic elements and icons that can be personalized according to the vision and mission of the venture. Logos generated through Canva can reflect the uniqueness and value of the business, while making it easier for MSMEs to build consistent branding across various digital platforms. An attractive and memorable logo will help the business stand out in a competitive market.

The logo design process using Canva allows MSMEs to create a logo that is unique, professional, and in accordance with their business identity without requiring in-depth graphic design skills. In the process of creating a logo, users can choose from a variety of templates provided by Canva. The template can be modified as needed, including color customization, typography, icons, and other design elements.

Canva's advantage in designing logos lies in its ease of use. The drag-and-drop feature makes the design process more intuitive, even for those who have never used a design app before. In addition, Canva has a very extensive library of icons and graphic elements, making it easy for MSMEs to find elements that fit their business vision and mission.

The use of Canva is seen as an effective and efficient graphic design solution for MSMEs, especially because it is more affordable compared to using the services of a professional designer. The final result of a logo designed in Canva can be used on a variety of media, both digital and print, including for social media promotions, websites, product packaging, and business cards.

The existence of the Canva application can help MSMEs to strengthen branding through a logo that is easy to recognize, simple, but still attractive and in accordance with the intended market. Overall, Canva makes it easy for MSMEs to develop a professional visual identity without requiring large resources (Aini & Hartono, 2020); Putra & Santoso, 2021). Overall, the Canva app is an effective tool for MSMEs to create a strong visual identity through attractive business card and logo designs, without having to spend a lot of money or rely on professional services. By using Canva, MSMEs can be more confident in marketing their products and services and build better business relationships through professional visual representation.

The implementation of the activities can be seen in the following images.



Figure 5. Implementation of Training Activities



Figure 6. MSME's Business Products

Figure 6 is food and beverage products from MSME actors in Ciomas. Food MSMEs in Ciomas have great potential to grow, considering that this area is rich in culinary diversity and local culture. Various typical food products are produced by local MSMEs, ranging from traditional foods to interesting culinary innovations. Some of the superior products that are often encountered include wet cakes, traditional snacks, to modern processed foods such as frozen food and desserts. The potential for the development of the culinary business is even greater if it is supported by an attractive design, because aesthetic and professional visuals not only increase the attractiveness of the product, but also strengthen branding and make it easier for consumers to remember the product. Creative and consistent design on packaging, logos, and digital promotional materials can make culinary products stand out more in the market, while giving the impression of higher quality, so that it can attract more customers and expand market reach.

CONCLUSION

The ability to produce attractive and professional visual content is essential for MSMEs to compete in the digital market. Although Canva offers an easy-to-use design solution, many MSME players in Ciomas have not utilized it optimally due to a lack of knowledge and training. With special training, MSMEs can increase their marketing effectiveness, strengthen branding, and reach a wider audience without having to spend a lot of money. Therefore, this training is an important step in empowering MSMEs and increasing their competitiveness in the digital era.

The implementation of this activity provides education and understanding to MSME participants in the Ciomas Hills area with 17 participants. The activity went smoothly and achieved the target, namely having an impact on increasing the understanding and knowledge of MSME about attractive logos and the use of Canva. The impact can be seen from how enthusiastic the MSME participants were in participating in the activity, the MSME have understood about logos and graphic design using Canva and the MSME have started to create logo designs and make them using Canva. With

this training, it is hoped that MSME will be able to design attractive logos using Canva and ultimately increase the sales of these MSME.

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