

Workshop of Human Resource Capacity Development Through Canva Training to Increase Msmes Digital Promotion in Bengkalis (Case Study On Marketing Aspect)

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Abstract. This seminar is an activity carried out to assist students and the wider community in developing the ability of human resources to build creative businesses by utilising the Canva application. Increased digital promotion is key for Micro, Small and Medium Enterprises (MSMEs) to increase their visibility and competitiveness. This workshop aims to develop the capacity of human resources in Bengkalis Regency through training using the Canva platform. Canva is an easy-to-use online graphic design tool, and this workshop is designed to provide an in-depth understanding of using Canva in the context of digital promotion. Participants will be guided to understand the basic concepts of graphic design, digital promotion strategies, and the application of skills using Canva. During the training, participants will engage in hands-on practical sessions to create attractive and effective digital promotional materials for their MSMEs.

Keywords: *Workshop, Digital Promotion, Canva Training, MSMEs in Bengkalis.*

Abstrak. Seminar ini merupakan kegiatan yang dilakukan untuk membantu mahasiswa dan masyarakat luas dalam mengembangkan kemampuan sumber daya manusia dalam membangun bisnis kreatif dengan memanfaatkan aplikasi Canva. Peningkatan promosi digital menjadi kunci bagi Usaha Mikro, Kecil dan Menengah (UMKM) untuk meningkatkan visibilitas dan daya saingnya. Workshop ini bertujuan untuk mengembangkan kapasitas sumber daya manusia di Kabupaten Bengkalis melalui pelatihan menggunakan platform Canva. Canva adalah alat desain grafis online yang mudah digunakan, dan lokakarya ini dirancang untuk memberikan pemahaman mendalam tentang penggunaan Canva dalam konteks promosi digital. Peserta akan dibimbing untuk memahami konsep dasar desain grafis, strategi promosi digital, dan penerapan keterampilan menggunakan Canva. Selama pelatihan, peserta akan mengikuti sesi praktik langsung untuk membuat materi promosi digital yang menarik dan efektif untuk UMKM mereka.

Kata kunci: *Workshop, Promosi Digital, Pelatihan Canva, UMKM di Bengkalis.*

1. BACKGROUND OF THE PROJECT

Bengkalis city is one of the districts in Riau which has many MSMEs operating in various sectors such as culinary, crafts, agriculture and others. The growth of MSMEs in this region is a great opportunity to improve the local economy. In their service activities to the community, MSMEs are still not utilizing their potential optimally in operationalizing application programs, especially Canva. Using the Canva application can make it easier for individuals and organizations to make budgets, calculations and accounting. In the digital era, promotion through online media is the key to increasing the visibility and competitiveness of MSMEs. However, many MSMEs in Bengkalis do not have the knowledge or skills to manage digital promotions well. When village MSMEs are unable to master the basic technology of an

application, they will have difficulty carrying out their activities. The existence of a reality like this will of course be difficult for village officials in particular and for villages in general to keep up with developments, for example in the economy in business sectors which are currently mainly supported by the use of computer technology.

The problem with MSMEs is that many MSMEs still don't understand the use of digital platforms and the current advances in information technology. Previously sold products still did not have logo packaging, so assistance was needed in using digital platforms so that business actors could develop their business and increase creativity in their business, one of which was doing product branding, namely creating product logos with the Canva application. MSMEs players also do not understand how to market and promote their products and services so they have not reached the target market and increased product sales.

With the existence of a digital platform, promotional and marketing activities can be carried out online or digitally so that product marketing can be done at low cost or efficiently and can reach consumers from all walks of life both domestically and abroad, one of which is by taking and editing product videos. Seeing the problems that occur, a bridge is needed to facilitate society to be more advanced in the field of information technology and applications.

2. GENERAL THEORY OF THE PROJECT

According to Utami (2022) a research journal entitled "Digitalization Training and Assistance in the Use of Digital Platforms for MSME Business Actors" Digitalization is an activity that utilizes digital technology. Digitalization in this day and age is very useful in all life activities, especially in the field of entrepreneurship starting from the production stage to the marketing stage. Business people are starting to use technology to support their businesses so they can survive in today's digital era of competition and forcing business people to adapt and keep up with changes in digitalization. Therefore, MSMEs must follow these changes in order to survive and compete. However, for MSMEs, this digitalization process still requires a lot of preparation. The development of information technology in the 4.0 era provides easy solutions for MSMEs to make changes to sales strategies through online systems.

According to Sholeh (2020) with a research journal entitled "Using the Canva Application to Create Image Content on Social Media as an Effort to Promote MSMEs Product Results" in this research The aim of this activity is to provide insight to MSMEs actors in Sedayu District in using social media as a promotional means, especially in creating content with the Canva application. The use of social media is not only about posting product photos

but also how to package the product content to make it attractive and have bargaining value. The problem that business people often experience when using social media is creating interesting and easy content. An effort to provide an easy and interesting way to create content is to use an application that offers templates. One application that can be used is Canva, with Canva, business people can create content using a selection of available templates, create logos, posters, info graphics, newsletters, featured image blogs, invoices, YouTube thumbnails and packaging designs.

The marketing function of social media has now shifted, from a function for communication between individuals to becoming an important part of marketing, especially online marketing and digital marketing. Currently, without improving capabilities in online marketing or digital marketing, the competitiveness of MSMEs will lag behind (Hidayati et al., 2020).

Micro, small and medium enterprises (MSMEs) are an important part of the economy of a country or region. The number of MSMEs in Medan is very large. Various efforts to develop MSMEs have been carried out, one of which is by generating and increasing the number of new people or entrepreneurs in the MSME sector, so that people can be given skills with the hope that these skills will become ideas and create creative businesses that will benefit the family and regional economy. MSMEs must have a marketing plan, namely understanding company strategy and emphasizing marketing phenomena (consumer decision making, product life cycle, market segmentation, positioning, market response, and competitive behavior) before building a comprehensive marketing strategy for a company or product line (Fadhilah et al., 2021).

3. METHOD AND ACCOMPLISHMENT PROCESS

Planning and Implementation of Human Resource Capacity Development Workshop Project Methods and Processes through Canva Training to Increase Digital Promotion of MSMEs in Bengkalis. Activities prepared before the activity is carried out are project preparation plans. Without a planning strategy, activities cannot run well. Therefore, the business plan considers all relevant factors to ensure that objectives can be achieved effectively and efficiently, next is the Project Implementation Plan, The importance of good relations with the community along with development human resource capabilities through training to improve performance, carrying out several stages for promotion or marketing activities such as Identification of marketing purpose of workshop, Identification of Audience, Selection of

Promotion Tools, Preparation of Promotion Schedule, Implementation of Marketing or Promotion Activity, Monitoring and Evaluation.

4. RESULT AND DISCUSSION

Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis was attended by 15 organizers, 1 speaker, and 35 seminar participants. This activity was held on October 28, 2023 at the Bantan Tua Village Office Hall. Human resources in the Entrepreneurship Workshop that is needed for the determination of the Organizing Committee. In choosing the organizing committee, event organizers must also prepare well. The committee selection is determined according to their respective duties and competencies and must be able to carry out their responsibilities properly, such as Division Head, Secretary, Treasurer, Promotion Division, Event Division, Equipment Division, and Consumption Division. The promotion mix that has been carried out in the success of the Entrepreneurship Workshop is by distributing brochures directly to the public and students as well as dissemination via social media such as Facebook, Instagram and WhatsApp. The criteria for participants in the Entrepreneurship Workshop in 2023 are students or MSME communities in Bengkalis, both those who already have a business and those who are new or have not started a business from Bengkalis, have the enthusiasm to take part in the Entrepreneurship Workshop without coercion from other parties, and have the spirit of MSMEs.

a. Event Organizer Profile

Entrepreneurship Workshop is an activity that aims to add new knowledge about MSMEs and also as a support for thesis needs and can add insight that is beneficial to many people, especially for all students and MSMEs in Bengkalis. Workshop that awakens the spirit, creates opportunities, develops and manages MSMEs well. A workshop organized by a group called Entrepreneurship Workshop. The friendship that has been established since October 28, 2023 consists of 15 students who also have the soul of MSMEs.

b. Project Preparation

In a promotional activity it is very necessary and very important to do because without the role of promotion an activity will not be carried out optimally. The Workshop Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis is an activity that involves many parties, of course, requires the right promotional strategy and needs to be prepared. Promotion is carried out to introduce, invite

and attract students and the general public, especially for MSME owners to be able to participate both as donors and as participants in the Entrepreneurship Workshop activities.

The promotional tools used to promote the activities of the Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis are as follows:

1. Physical Promotion Tools

a. Brochure

The brochure aims to provide extensive information to outsiders about the activities carried out. Brochure design is made as well as possible so that it can attract the attention of people who read it. The following is a brochure for the Workshop Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis.

b. Banner

The banner aims to provide extensive information to seminar participants and invited guests at the time the event is held. The banner design is made as well as possible so that it can attract the attention of people who read it. The following is the Advertising Banner for the Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis.

2. Non-physical Promotional Tools

Promotion using social media is an interactive marketing system that companies can develop to generate direct responses from target customers. Usually the telephone is one of the media used to get a direct response from the customer. This promotion can be done using online media such as Facebook, Instagram, WhatsApp and so on. The flyer distribution was carried out a week before the event was held, namely in October 2023.

3. Project Implementation

Stages of the planned implementation of the Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis is done in the following steps:

a. Determine Sponsor Criteria

The existence of sponsors is very influential in the activities of the Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis. Sponsors are parties who really help the smooth running of an activity not only in terms of material but also in terms of non-material such as activity equipment and

supplies. The author conducts lobbying to influence, persuade and convince potential sponsors so that the parties are interested in helping and providing material support.

b. Determine Donor Criteria

Donations in the form of money with an unspecified nominal In organizing the Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkulu, funds were obtained from individuals who were voluntary donors. The assistance is in the form of an unknown nominal donation of funds, which will be used to help organize this seminar activity.

c. Promotion with Seminar Participants

Promotion is carried out with seminar participants through Online, namely Whatsapp Group, Whatsapp Story, Facebook and Instagram. Participants were invited to a Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkulu. They are students and the general public, especially MSME owners in Bengkulu Regency. The number of participants who registered for the Workshop Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkulu was 35 people.

4. Project Accomplishment

Participants who took part in the Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkulu were given an appreciation in the form of a certificate. Certificates are given at the end of the seminar, namely when participants are about to leave the room and the committee gives certificates to all participants. Participants can take the certificate provided by the committee at the registration administration desk and assisted by the event committee.

5. Project Report

Reporting on Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkulu. This is divided into 2 (two) activities, namely the report on the implementation of the thesis project activities and the report on the use of promotion costs.

5. CONCLUTIONS AND SUGGESTIONS

Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis was attended by 15 organizers, 1 speaker, and 35 seminar participants. This activity was held on October 28, 2023 at the Bantan Tua Village Office Hall. The committee selection is determined according to their respective duties and competencies and must be able to carry out their responsibilities properly, such as Division Head, Secretary, Treasurer, Promotion Division, Event Division, Equipment Division, and Consumption Division.

The promotion mix that has been carried out in the success of the Entrepreneurship Workshop is by distributing brochures directly to the public and students as well as dissemination via social media such as Facebook, Instagram and WhatsApp. The speaker is an important point in this Women Entrepreneurship Seminar activity. So in choosing a speaker several criteria must be possessed, namely, having good knowledge of themes and titles that are appropriate to the seminar, having experience and having been a seminar speaker related to the theme, being able to provide material to be delivered, easily understood by participants, looking attractive and has a high sense of dedication to his duties as a speaker. So that with these criteria activities can run well and participants get good results.

After this project activity is completed, considering that there are still several obstacles in the activity stages, starting from the pre-operational, operational, and post-operational stages of the event, it is necessary to make good preparations for the next event and pay close attention so that the implementation of the activities runs smoothly.

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