

TRAINING ON DIGITAL PROMOTIONAL CONTENT CREATION USING CANVA FOR MSMEs IN MESUJI REGENCY

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in supporting economic growth and improving community welfare in Mesuji Regency. However, many MSME entrepreneurs still face challenges in creating attractive and effective promotional content for digital marketing. Limited knowledge and skills in graphic design and digital content creation often hinder their ability to promote products competitively in the digital marketplace. Therefore, a community service program entitled "Training on Digital Promotional Content Creation Using Canva for MSMEs in Mesuji Regency" was conducted to enhance the digital marketing capabilities of local entrepreneurs.

The program aimed to provide participants with practical knowledge and skills in designing promotional content using Canva, a user-friendly graphic design platform. The training covered topics such as the fundamentals of digital marketing, principles of visual communication, content design techniques, branding strategies, and the utilization of Canva features for creating promotional materials. The activities were carried out through lectures, demonstrations, discussions, and hands-on practice sessions.

The results of the program showed that participants experienced significant improvements in their ability to create attractive digital promotional content. Participants successfully designed product posters, social media content, promotional banners, and marketing materials using Canva. They also demonstrated increased confidence in utilizing digital tools to support business promotion and branding activities.

The training contributed to improving participants' digital literacy and creative skills, enabling them to produce promotional content independently and more effectively. It is expected that the knowledge and skills gained from this program will help MSMEs expand their market reach, strengthen brand awareness, increase customer engagement, and improve overall marketing performance.

Keywords: *Canva, Digital Promotion, Digital Marketing, MSMEs, Content Creation, Community Service.*

INTRODUCTION

The rapid advancement of digital technology has transformed the way businesses communicate, promote products, and interact with customers. In today's competitive business environment, digital marketing has become an essential strategy for business growth and sustainability. The increasing use of social media, online marketplaces, and internet-based communication platforms has created new opportunities for businesses to reach wider markets and strengthen customer relationships.

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting economic development, job creation, and community welfare. In Mesuji Regency, MSMEs contribute significantly to local economic activities through various sectors, including culinary businesses, agriculture, handicrafts, retail trade, and home industries. Despite their important contribution, many MSMEs

continue to face challenges in marketing their products effectively, particularly in the digital environment.

One of the major challenges faced by MSME entrepreneurs is the limited ability to create attractive and professional promotional content. Effective digital marketing requires not only access to online platforms but also the capability to produce engaging visual content that can capture consumers' attention. Promotional materials such as product posters, social media posts, banners, and advertisements play an important role in influencing purchasing decisions and building brand awareness. However, many MSME owners lack the necessary design skills and experience to develop high-quality promotional content.

The growing popularity of social media platforms such as Facebook, Instagram, TikTok, and WhatsApp Business has increased the importance of visual communication in marketing activities. Consumers are more likely to engage with businesses that present attractive and informative content. Consequently, the ability to create digital promotional materials has become a valuable skill for MSME entrepreneurs seeking to improve their marketing performance and competitiveness.

Canva is one of the most widely used graphic design platforms that enables users to create professional-looking promotional content without requiring advanced design skills. The platform offers various templates, design elements, and editing features that can be easily utilized by beginners. Through Canva, MSME entrepreneurs can develop marketing materials independently, reduce promotional costs, and improve the quality of their digital marketing efforts.

Despite the availability of user-friendly design tools, many MSME entrepreneurs in Mesuji Regency have not fully utilized Canva or similar applications for business promotion. Limited digital literacy, lack of training opportunities, and insufficient knowledge of content creation techniques remain significant barriers. As a result, many businesses continue to rely on traditional promotional methods or produce digital content that is less effective in attracting customers.

Several studies have highlighted the importance of digital content creation in supporting business marketing performance. Attractive visual content has been shown to increase customer engagement, strengthen brand identity, and improve promotional effectiveness. Furthermore, training programs that focus on practical digital skills can significantly enhance the capacity of MSME entrepreneurs to adopt digital technologies in their business operations.

Based on these conditions, a community service program entitled "Training on Digital Promotional Content Creation Using Canva for MSMEs in Mesuji Regency" was conducted. The program aimed to improve participants' knowledge and practical skills in designing digital promotional content using Canva. Through this training, MSME entrepreneurs were introduced to basic design principles, content creation techniques, branding strategies, and the practical use of Canva as a digital marketing tool.

This program is expected to enhance the ability of MSME entrepreneurs to create attractive

promotional content independently, strengthen their digital marketing activities, expand market reach, and improve business competitiveness. Ultimately, the training is intended to support the digital transformation of MSMEs and contribute to sustainable economic development in Mesuji Regency.

METHODS

The implementation method of this Community Service Program (PKM) was designed to enhance the knowledge and practical skills of MSME entrepreneurs in Mesuji Regency in creating digital promotional content using Canva. The program aimed to provide participants with the ability to design attractive and effective promotional materials that could support digital marketing activities and improve business competitiveness.

The implementation of the program consisted of four main stages: preparation, training implementation, mentoring, and evaluation. A participatory approach was applied throughout the program to ensure active involvement of participants and maximize learning outcomes.

1. Preparation Stage

The preparation stage was conducted to identify the needs and challenges faced by MSME entrepreneurs regarding digital content creation and promotional activities. The implementation team carried out observations, interviews, and discussions with MSME owners to gather information about their current marketing practices, digital literacy levels, and familiarity with graphic design applications.

Based on the needs assessment results, the team developed training materials tailored to the participants' requirements. The training materials included basic digital marketing concepts, visual communication principles, branding strategies, content design techniques, and the utilization of Canva for creating promotional content.

In addition, coordination was conducted with local stakeholders regarding participant recruitment, training schedules, venues, facilities, and technical requirements. Training modules, presentation materials, practical exercises, and evaluation instruments were also prepared before the implementation of the program.

Participant Involvement in the Preparation Stage

Participants contributed by:

- a) Providing information regarding their business conditions and promotional challenges.
- b) Registering and confirming participation in the training program.
- c) Coordinating with the organizing team regarding training requirements.
- d) Identifying promotional materials and products that would be used during practical sessions.

2. Training Implementation Stage

The training implementation stage constituted the main activity of the community service program. The training was delivered through lectures, discussions, demonstrations, and hands-on practice to ensure that participants gained both theoretical knowledge and practical experience.

The training materials included:

- a) Introduction to digital marketing and the importance of promotional content.
- b) Basic principles of graphic design and visual communication.
- c) Introduction to Canva and its features.
- d) Techniques for designing promotional posters, social media posts, and digital advertisements.
- e) Product branding and content optimization strategies.
- f) Best practices for publishing promotional content on social media platforms.

During the practical sessions, participants learned how to create Canva accounts, select appropriate templates, edit text and images, apply branding elements, and design promotional materials for their own businesses.

Participant Involvement in the Training Stage

Participants actively:

- a) Attended all training sessions.
- b) Participated in discussions and question-and-answer activities.
- c) Practiced designing promotional content using Canva.
- d) Created promotional materials based on their business products and services.

3. Mentoring Stage

Following the training sessions, participants received mentoring support to help them apply the acquired skills in their business activities. Mentoring was conducted both directly and through digital communication platforms such as WhatsApp groups.

The implementation team provided guidance on content design, branding consistency, social media posting strategies, and the use of Canva's advanced features. Participants were encouraged to consult with mentors regarding design challenges and content development ideas.

The mentoring process aimed to ensure that participants could independently create and continuously improve their promotional materials after completing the training.

Participant Involvement in the Mentoring Stage

Participants were expected to:

- a) Apply the skills learned during the training to their business promotion activities.
- b) Consult with mentors regarding design and marketing challenges.
- c) Regularly create promotional content using Canva.
- d) Share their promotional designs for feedback and improvement.

4. Evaluation Stage

The evaluation stage was conducted to assess the effectiveness of the training program and measure improvements in participants' knowledge and skills.

Evaluation methods included observations, practical assessments, discussions, and participant feedback surveys.

The evaluation indicators included:

- a) Understanding of Canva features and digital content creation concepts.
- b) Ability to design promotional materials independently.
- c) Quality and creativity of the promotional content produced.
- d) Participants' satisfaction with the training activities.
- e) Participants' willingness to apply Canva in their business marketing activities.

The evaluation results were used to determine the success of the program and provide recommendations for future training activities.

Participant Involvement in the Evaluation Stage

Participants contributed by:

- a) Completing evaluation questionnaires and assessments.
- b) Presenting the promotional content they created during the training.
- c) Providing feedback regarding the training materials and implementation.
- d) Sharing suggestions for future community service programs.

5. Participatory Approach

This community service program employed a participatory approach that actively involved MSME entrepreneurs in every stage of the activity, from needs assessment and training implementation to mentoring and evaluation. This approach ensured that the training addressed real business needs and provided practical solutions that could be directly applied in participants' marketing activities.

Through a systematic and participatory implementation process, the program was expected to improve participants' digital literacy, enhance their content creation capabilities, strengthen business branding, and support the digital transformation of MSMEs in Mesuji Regency. Ultimately, the training aimed to contribute to improved marketing performance, increased market reach, and sustainable business growth.

Approach Method

The community service program employed a participatory and practice-based approach to ensure that MSME entrepreneurs were actively involved throughout the implementation process. This approach was designed to encourage participants not only to understand the theoretical aspects of digital promotional content creation but also to develop practical skills that could be directly applied to their business activities.

The participatory approach involved MSME entrepreneurs in every stage of the program, including needs identification, training implementation, mentoring, and evaluation. Through active participation, participants were encouraged to share their experiences, discuss challenges encountered in business promotion, and collaboratively identify solutions relevant to their business needs.

In addition, the program adopted a learning-by-doing approach, which emphasized hands-on practice in using Canva to create digital promotional content. Participants were guided through the process of designing promotional posters, social media content, product advertisements, and branding materials using their own business products as case studies. This approach enabled participants to gain practical experience and improve their confidence in utilizing digital design tools.

Furthermore, a mentoring approach was implemented to provide continuous assistance after the training sessions. Through direct consultation and online communication platforms, participants received guidance in applying the skills acquired during the training. This mentoring process helped participants overcome technical difficulties and ensured the sustainability of the learning outcomes.

By integrating participatory, practical, and mentoring approaches, the program was expected to enhance the digital literacy, creativity, and marketing capabilities of MSME entrepreneurs in Mesuji Regency. Ultimately, these approaches aimed to support the adoption of digital marketing

practices, strengthen business competitiveness, and promote sustainable business growth.

RESULTS AND DISCUSSION

Results

The community service program entitled "Training on Digital Promotional Content Creation Using Canva for MSMEs in Mesuji Regency" was successfully implemented with the participation of MSME entrepreneurs from various business sectors, including culinary businesses, retail trade, handicrafts, agriculture, and home industries. The program aimed to improve participants' knowledge and practical skills in creating attractive digital promotional content using Canva as a marketing tool.

Based on the initial assessment conducted before the training, it was found that most participants had limited experience in creating digital promotional materials. The majority of MSME owners relied on simple product photos and conventional promotional methods without applying visual design principles. In addition, many participants were unfamiliar with graphic design applications and lacked confidence in producing promotional content independently.

During the training sessions, participants were introduced to the basic concepts of digital marketing, visual communication, branding, and promotional content design. The practical sessions focused on the use of Canva, including account creation, template selection, image editing, text formatting, color adjustment, and content customization according to business needs.

The training activities received positive responses from participants. They actively engaged in discussions, practical exercises, and collaborative learning activities. Most participants successfully created promotional posters, social media content, digital flyers, and product advertisements using Canva. Participants were able to apply design principles such as layout arrangement, color harmony, typography selection, and brand consistency in their promotional materials.

At the end of the training, participants demonstrated improved digital literacy and greater confidence in utilizing Canva for business promotion. The promotional content produced during the training showed significant improvement in quality, creativity, and visual appeal compared to the materials previously used by participants.

Discussion

The findings of this community service program indicate that Canva is an effective and accessible tool for supporting digital marketing activities among MSME entrepreneurs. The platform's user-friendly interface and extensive design features enabled participants with limited technical backgrounds to create professional-looking promotional content.

One of the most important outcomes of the training was the improvement in participants' understanding of visual marketing strategies. Prior to the training, many participants viewed promotional activities as simply posting product images on social media. However, after participating in the program, they recognized the importance of visual branding, content quality, and audience engagement in attracting potential customers.

The results also revealed that practical training significantly enhanced participants' confidence in using digital design tools. The learning-by-doing approach allowed participants to directly apply newly acquired knowledge while receiving guidance from trainers. This approach proved effective in reducing participants' concerns about technology and increasing their willingness to adopt digital marketing practices.

Another significant finding was the participants' ability to create promotional content tailored to their business identities. Through Canva, participants were able to incorporate logos, brand colors, product information, and promotional messages into visually appealing designs. This capability is expected to strengthen brand recognition and improve communication with customers.

The mentoring sessions further supported the sustainability of the program by providing participants with opportunities to seek assistance and receive feedback on their promotional designs. Continuous mentoring helped participants refine their skills and overcome challenges encountered during the implementation of digital marketing activities.

Despite the positive outcomes, several challenges were identified during the program. Differences in participants' digital literacy levels affected the pace of learning, with some participants requiring additional assistance to operate digital devices and applications. Limited internet connectivity in certain areas also posed challenges during online practice sessions. Therefore, future programs should provide extended mentoring periods and advanced training

modules to accommodate varying levels of participant competency.

Overall, the training successfully improved participants' capabilities in creating digital promotional content using Canva. The program demonstrated that practical digital skills training can support MSME development by enhancing marketing effectiveness, strengthening brand identity, expanding market reach, and improving business competitiveness in the digital era.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The community service program entitled "Training on Digital Promotional Content Creation Using Canva for MSMEs in Mesuji Regency" was successfully implemented and achieved its objectives of improving participants' knowledge and practical skills in creating digital promotional content. The program demonstrated that Canva is an effective and user-friendly digital design platform that can support MSME entrepreneurs in developing attractive promotional materials without requiring advanced graphic design expertise.

Prior to the training, most participants had limited experience in designing digital promotional content and relied primarily on conventional marketing methods or simple product photographs. Following the training, participants showed significant improvement in their understanding of digital marketing concepts, visual communication principles, branding strategies, and content creation techniques. They were able to independently design promotional posters, social media content, digital flyers, and product advertisements using Canva.

The results also indicated that hands-on training combined with mentoring activities effectively enhanced participants' confidence and willingness to adopt digital marketing practices. The ability to create visually appealing promotional content is expected to help MSMEs strengthen their brand identity, improve customer engagement, expand market reach, and increase business competitiveness.

Furthermore, the program highlighted the importance of continuous capacity building in digital literacy among MSME entrepreneurs. The successful adoption of digital marketing tools depends not only on the availability of technology

but also on the ability of business owners to utilize these tools effectively in their daily operations.

Overall, the training contributed positively to the development of digital marketing competencies among MSME entrepreneurs in Mesuji Regency and supported their efforts toward digital transformation and sustainable business growth.

Recommendations

Based on the results of the community service program, several recommendations can be proposed to further enhance the utilization of digital promotional content and digital marketing among MSMEs.

For MSME entrepreneurs, it is recommended that they continue practicing and improving their content creation skills using Canva and other digital tools. Regular content updates, consistent branding, and creative promotional strategies should be implemented to maintain customer interest and strengthen market presence.

For local government agencies, it is recommended to provide continuous support through digital literacy programs, advanced training workshops, and mentoring activities. Such initiatives can help MSMEs adapt to technological developments and improve their competitiveness in the digital economy.

For higher education institutions, future community service programs should continue focusing on practical digital skills that directly address the needs of local entrepreneurs. Universities can play an important role in providing training, mentoring, and innovation-based solutions that support MSME development.

For future community service activities and research, it is recommended to involve a larger number of participants from different business sectors and conduct longer-term evaluations to assess the impact of digital content creation on business performance. Future studies may also explore the effectiveness of specific content strategies, branding approaches, and social media platforms in increasing customer engagement and sales performance.

Finally, continuous collaboration among government institutions, universities, and MSME communities is essential to ensure the sustainability of digital transformation efforts and to maximize the

economic benefits generated through the adoption of digital marketing technologies.

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