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Training on Creating Simple Promotional Media with the Canva Application for Culinary SMEs

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ABSTRACT

In the current industry 4.0 era, promotion is usually divided into two parts, online media and offline media. Online promotion involves the use of social media and marketplaces, while offline promotion includes banners, pamphlets, banners, brochures, and more. However, the design must still be good, unique, and memorable so that people are motivated to follow the message conveyed. So the introduction of promotional media and training was carried out to community service partners in Culinary MSMEs, in the midst of a crisis. Culinary MSMEs still dominate the Indonesian market and are an idol, because eating is a basic human need. That is why food and beverage traders are always in demand. There is no need to be afraid of competition in this culinary business, because people have different tastes. MSME business people can ensure the superiority of their products, so that they have a certain market.

There are several types of culinary businesses carried out by MSME entrepreneurs, ranging from light snacks, drinks, to daily staples. Although the products are the same, sometimes what distinguishes them is the taste, production method, and packaging system that attracts consumers. To attract consumers, MSMEs need promotions with unique and attractive designs and for this they often use external design services for the promotion of their programmes, although there is often more than one activity running simultaneously. This causes The expenditure of funds for design is large, with an estimated total of Rp.2,040,000 - 2,500,000 per year according to the programme organised. So finally it was agreed to provide training to the community on how to create promotional media using the Canva application, because the application is easy to understand, affordable, and can be accessed via Android mobile phones. This Community Service activity uses lecture, demonstration and practicum methods. Through this activity, participants will gain knowledge and skills in using the Canva application.

Keywords: Training, Media Promotion, Canva

1. Introduction

Industry 4.0 demands everyone to quickly adapt in every sector in order to reap the benefits of this era in their respective fields. Making wise and positive use of time is very important, such as in facilitating communication and obtaining information. This is an era where information can be easily accessed and disseminated using digital technology.

One of the uses of the internet era today is as a guide for conducting promotions. According to Unonongo et al. (2015), promotion can be carried out through mass communication and silent promotion, such as door-to-door campaigns using methods like putting up banners, distributing pamphlets, and so on.

Promotion makes products and services known to the public. Maulidasari (2021) states that promotion is used to influence consumers in their purchasing decisions or service usage according to their needs, while Waluya (2015) emphasizes that promotion has a significant impact on ZIS revenue in the managed institutions/foundations, and Ghalib (2019) reveals that promotion through social media can increase business turnover and profits.

Promotion is a marketing strategy that ensures the message about the product can be conveyed effectively, thus attracting interest from various parties.

An application is needed to create attractive promotional designs. One way to promote something is by using the Canva application. Canva is an online design platform that offers various editing features. creating various graphic designs, grid designs, easy to understand, but still at a beginner level (Wardhanie, 2020). Canva was chosen as the application for creating graphic designs online and for free, with various template options for posters, logos, social media animations, videos, cards, photo collages, flyers, and more. The use of the Canva application offers diverse options for use in various fields such as social, economic, political, and others, according to the available templates.

Small and Medium Enterprises (SMEs) in the culinary sector that focus on social aspects also face challenges related to marketing. The foundation is still facing difficulties due to the lack of information dissemination regarding its existence and activities, resulting in a limited number of donors and beneficiaries. Although the foundation's programs are very varied and beneficial, if they are not supported by effective promotion, their impact will be limited because not many people are widely aware of them.

Based on the information obtained, the reason for the limited dissemination of information about the MSME group and its activities is because:

1. The MSME group does not yet have dedicated personnel to manage various online platforms, such as websites and social media, so sometimes the information is not updated optimally.
2. When organizing activities, offline promotions are also not maximized, because so far, they have relied heavily on external parties for designing promotional materials, resulting in an increasing budget for that, especially if there are several different routine activities within a short period.

This is the critical point where promotion is needed. According to Halim (2013), promotion is a tactic used to highlight existing products and introduce new products, whether in the form of goods or services. According to the research by Alma and Hurriyati (2009), promotion is a key component of a program's success. No matter how good a product is, consumers will not buy it if they do not use it and do not see its benefits. Valentino (2020) stated that to create effective advertisements, graphic designers must be skilled in order to attract public attention.

According to the research by Tanjung and Faiza (2019), Canva is an online platform that offers a variety of design tools, such as posters, presentations, templates, flyers, resumes, pamphlets,

brochures, graphics, infographics, banners, certificates, diplomas, invitations, business cards, postcards, thank-you cards, labels, logos, bookmarks, books, CDs, desktop wallpapers, photo editing software, YouTube thumbnails, Instagram stories, Facebook covers, and Twitter posts. Some tasks that can be completed with Canva include creating an account, designing, choosing a background, changing the background, adding text, and deleting or saving designs. (Rahmatullah, Inanna dan Ampa, 2020).

The use of Canva has been widely applied in community service activities in various fields, such as the training provided by Santi et al. (2020) to entrepreneurship students in logo creation using Canva. Research by Sholeh, Rachmawati, and Susanti (2020) focused on training SMEs in the Sedayu district to create image content for promoting SME products through social media using the Canva application. According to the research conducted by Wicaksana, Atmadja, and Asmira (2020), the use of Canva as a tool for creating health posters for school teenagers has proven effective in improving student learning outcomes and can be used in school learning activities.

The purpose of the community service activity is to provide training on creating promotional designs such as banners, billboards, and leaflets using the Canva application, so that culinary SMEs can overcome the challenges they face. The benefits of this training are the improvement in the skills of the foundation's managers and volunteers in creating designs, as well as cost savings of around Rp.2,040,000 – 2,500,000 per year. This money is usually used to pay for banner design services or promotional media for each activity, and to open a promotional design service that can become a source of income for the foundation.

After evaluating the situation, we decided to create a community service program with the theme "Training on Using the Canva Application to Create Simple Promotional Media for Culinary SMEs" which is expected to help address the current issues being faced.

2. Metode

The methods applied in community service activities include Lectures, Demonstrations, and Practicals. The training participants consist of managers and volunteers of Culinary SMEs located on Jl. Raya Klari – Karawang Timur. The Lecture Method is used to provide a basic understanding of graphic design and an introduction to the Canva application. The Demonstration Method is used to show how to create promotional designs with Canva. Meanwhile, the Practicum Method gives participants the opportunity to practice creating designs using Canva according to their own creativity.

3. Results and Discussion

The community service activity with the theme "Training on Creating Simple Promotional Media Using the Canva Application for Culinary SMEs" was held on Saturday, September 28, 2024, following strict protocols and conducted in the Auditorium of the Cooperative and SME Office of Karawang Regency. Nevertheless. The series of events began with an opening, followed by an explanation of the importance of promotion delivered by Prof. Dr. Agus Suroso, M.S. Next, the Canva material and practical session were guided by Evi Selvi, S.E., M.M., with assistance from several student tutor assistants who helped participants practice the material on their respective phones or laptops. Before the practical session, participants were provided with

materials on marketing, specifically promotion, which are expected to be applied in the activities of the MSME Group.

3.1 Promotion Meaning

In (Garaika, 2019) there are several definitions according to experts that state, promotion is:

1. Swastha and Irawan (2005:349) According to Swastha and Irawan, Promotion is a one-way flow of information or persuasion to direct an individual or organization towards actions that create exchanges in marketing.
2. Kotler (2000:119) According to Kotler, Promotion is a part and process of marketing strategy as a way to communicate with the market using the composition of the promotional mix.
3. According to Permana (2017), Tjiptono (2014) stated that promotion in services requires more attention to improve the quality of the services provided. Promotion not only serves to introduce products or highlight their advantages but also aims to act as a means of communication with consumers. Through promotion, companies can introduce, persuade, influence, and encourage consumers to purchase the products or services offered.

Promotion Objectives or The objectives of the promotion are:

1. To disseminate the company's goods or services to the market
2. To acquire new consumers and maintain consumer loyalty to purchase and use the company's products or services.
3. To increase sales so that the company's revenue will rise,
4. To differentiate and highlight the company's products compared to competitors' products.
5. To shape the image of products or services and also the company's name in the eyes of consumers.
6. To change consumer behavior and opinions

3.2 Canva Application

After understanding the importance of promotion in every activity, the participants began learning to create their promotional designs. Actually, there are several applications or programs that can be used to create designs, such as Photoshop. However, in this community service activity, we chose to use the Canva application with several considerations,

1. Canva is one of the free applications that offers many templates for graphic design.
2. The use of the Canva application can enhance creativity in creating posters, presentations, and other visual content.
3. Can be done using a computer or laptop.

In the activities conducted by (Santi et al., 2020), (Sholeh, Rachmawati and Susanti, 2020), and (Wicaksana, Atmadja and Asmira, 2020), the Canva application is referenced as being usable for many purposes in various fields such as student entrepreneurship, MSME actors, and the education sector in schools for learning activities.

One of the factors that makes this training easy to understand is because participants directly practice the steps during the training, starting from downloading the app on Playstore, registering at www.canva.com, to creating designs and content. This made the training run smoothly with almost no obstacles. The event went well, and the participants appeared very enthusiastic about

following the material, as evidenced by their active participation in asking questions and practicing design creation. Details of the activities can be seen in Table 1 below.

Table 1: Training Schedules

Number	Activity	Time	Executor
1	Opening	08.00 AM–08.30 AM	Host
	a. Opening b. Speech by the Head of the MSME Division c. Speech by the Chief Executive of PM (Mr.Heru Kusdiyono)		Mr Agus.,SE
2	Material 1: The Importance of Promotion	08.30 AM-09.00 AM	Prof.Dr.Agus Suroso.,M.S
3	Material 2: Canva Workshop and Practice Questions	09.00 AM-12.00 AM	Evi Selvi.,SE.,MH.,M M
4	Closing and prayer	12.00 AM - 12.30 AM	Host Zidane

In the implementation of this activity, there were no significant obstacles, even though the activity was carried out with direct practice on-site. This is due to the preparation of facilities and infrastructure that was carried out a few days before the event. In addition, the officers or operators from the Cooperative Office were also quick in handling various technical issues on-site, which greatly helped the smooth running of the event from start to finish.

The output of this activity is the increased ability of MSME actors to create designs, allowing them to save costs on banner design services or promotional media. In fact, these skills have the potential to become a new source of income for MSMEs to support operational funds and run programs more effectively. Here are some documentation of the activities:



Figure 1: Activities during the Training on Creating Simple Promotional Media Using the Canva Application for Culinary SMEs



Figure 2: Participant's Work Results

4. Conclusion

At the end of this community service activity, we distributed questionnaires to measure the participants' satisfaction with the material provided. Based on the questionnaire results, 100% of the participants were satisfied and stated that this activity was very beneficial for them. In fact, in the suggestion column we provided, several participants proposed holding advanced training related to the activities of the MSME Group, such as financial report preparation, presentation techniques, and other topics that support various MSME activities to be advanced and competitive.

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