



EMPOWERING MSMEs IN GEDANGSARI, YOGYAKARTA: CANVA AS A KEY TOOL FOR DIGITAL PROMOTION

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ABSTRACT

The objective of this community service initiative is to enhance the local economy by promoting the use of the creative digital tool Canva among the community of Sengonkerep, Yogyakarta. This area is known for its handmade crafts, traditional foods, and agricultural products. The initiative aims to enable the community to market their products more effectively through digital platforms, thereby fostering sustainable development for micro, small, and medium enterprises (MSMEs). The methods employed include workshops and hands-on training on using Canva as a digital tool for online promotion, as well as education to improve understanding of digital marketing strategies. Results from this activity indicate that 80% of participants have grasped how to use Canva for product promotion. Furthermore, participants expressed confidence that branding with Canva can enhance product image and increase consumer traffic. However, the success and sustainability of this initiative require effective collaboration with various stakeholders, including academic institutions, government entities, and other business actors. Therefore, this service activity recommends closer cooperation among all relevant parties to support sustainable local economic growth.

Keywords: *Empowering, Canva, digital promotion, MSME*

INTRODUCTION

Padukuhan Sengonkerep is located in Sampang Village, Gedangsari District, Gunungkidul Regency, Yogyakarta Special Region Province. The location of this padukuhan is on the east side of Gunungkidul Regency, and is around 30 km from the center of Wonosari City with a travel time of around 1 hour. Based on the regional map, Padukuhan Sengonkerep is located in a hilly area where the majority of the population makes their living as farmers and livestock breeders. The Padukuhan Sengonkerep area is surrounded by agricultural land and hills. This dukuhan has a population of around 450

people spread across 90 families. A map of the location of Sengonkerep padukuhan can be seen in Figure. 1 as follows:

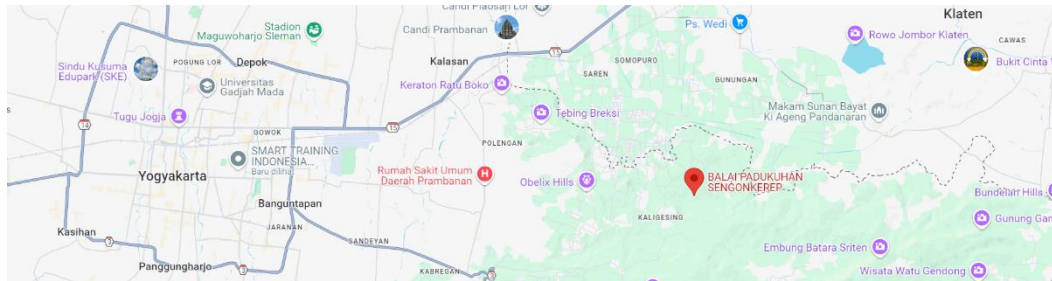


Figure 1. Location of Padukuhan Sengonkerep, Sampang, Gedangsari, Gunungkidul

Most residents have a low level of education, with the majority only reaching primary and junior high school levels. Lack of access to internet networks and only certain providers have good networks, plus minimal knowledge of selling products on online platforms. Buying and selling via online platforms such as marketplace is still something that is quite foreign to the residents of Padukuhan Sengonkerep. The majority of buying and selling transactions in Padukuhan are still carried out conventionally through traditional markets or by word of mouth. This condition is influenced by several factors, including low levels of digital literacy and limited stable internet access. Apart from that, people's habits of being more comfortable with face-to-face transactions are also one of the reasons why online buying and selling has not developed in this area.

Buying and selling transactions commonly carried out by residents of Padukuhan Sengonkerep still rely on the medium of exchange in the form of cash without the use of digital technology. In fact, in the current digital era, the use of technology such as e-commerce can really help improve the community's economy, especially in expanding the market for local products produced by local residents. As previously mentioned, limited access to information technology also affects the ability of Padukuhan Sengonkerep residents to utilize digital applications, including Canva. Canva is a graphic design application that allows users to create various kinds of visual materials such as posters, infographics and social media content easily. However, Padukuhan Sengonkerep residents are not yet familiar with using Canva as a design tool in product promotions or other activities.

Training or assistance in using the Canva application has never been held in Padukuhan Sengonkerep, so residents' knowledge about this application is very minimal. This limitation means that the potential for local products produced by residents cannot be promoted optimally, especially on online platforms that require an attractive visual appearance. According to Hadi (2022), determining the right strategy can increase 50% of success in its implementation, apart from that, Hadi et al. (2023) and Hadi, Kirana, et al. (2024) also emphasized that leadership must be adaptive to technological developments. To face this challenge, it is important for Padukuhan Sengonkerep residents to receive training and assistance in using information technology, including online buying and selling and using the Canva application. This training will not only open up new opportunities to improve the local economy but also help the community to be more adaptive to increasingly rapid technological changes.

The problem faced by MSMEs and the Sengonkerep community, especially RT 04 and 05, is how to improve the economy and maximize the marketing of agricultural products from the Padukuhan Sengonkerep area. They also don't really understand how to market online and use design tools like Canva to increase their sales potential. The various priority problems are: (a) The community and MSMEs in the region still do not fully understand how to market their products via digital platforms. This makes it difficult for their products to be known outside the local area, so sales tend to stagnate. (b) Lack of training or assistance from competent parties in the fields of digital marketing and graphic design means that people do not have sufficient skills to maximize their potential.

METHOD


The method for implementing this training is divided into three stages: (a) Preparation stage, at this stage the team coordinates to carry out initial observations and communicate with people who run businesses regarding the difficulties they face, especially in terms of promotion. Then the team compiles materials and prepares supporting documents such as permits, application letters, assignment letters, and attendance. (b) Implementation stages, at this stage the team carries out training starting with the opening, remarks from the head of the implementation team, remarks from community representatives and the main event for implementing digital marketing training as well as an introduction to Canva media starting from how to access Canva

media on gadgets, how to use features - features available on Canva media, how to operate Canva media and create promotional content. Then participants are given the opportunity to practice independently. (c) Evaluation stage, this activity ends with a post-training evaluation and ends with a joint prayer. This is done to see developments after this training was held.

RESULTS AND DISCUSSION

The training carried out by the team in providing solutions to problems faced by the community, especially MSMEs in Padukuhan Sengonkerep, Sampang, Gedangsari, Gunungkidul, Yogyakarta Special Region Province can be seen in Table 1. The results of the implementation are explained in the next section.

Table 1. Problems and solutions for MSMEs in Sengonkerep

Priority Issues
<ol style="list-style-type: none"> 1. The community and MSME players in the region still do not fully understand how to market their products via digital platforms 2. Lack of training or mentoring from competent parties in the fields of digital marketing and graphic design means that people do not have sufficient skills to maximize their potential

Solution
<ol style="list-style-type: none"> 1. Implementation of digital marketing training 2. Introduction to Canva media starting from how to access Canva media on a gadget, how to use the features available on Canva media, how to operate Canva media and create promotional content

Digital Marketing

This digital marketing training is packaged with the main aim of increasing the understanding and skills of MSME players in marketing their products online. This training includes an Introduction to Digital Marketing Concepts: Provides the basics of what digital marketing is, the importance of digital marketing for MSMEs, as well as the differences between traditional and digital marketing. Then regarding the various strategies that can be used, including minimal SEO, especially in product naming.

Participants are asked to immediately practice the strategies they have learned. This simulation allows participants to learn from experience and gain useful feedback. This does not depend on the role of the team within the organization because improving the marketing network is not enough just once or twice but must be done continuously (Hadi, Faridiana, et al., 2024)

Increased understanding of digital marketing, previously 30% of MSMEs had adequate understanding of digital marketing. Through structured and comprehensive training, understanding has now increased to 80%. This shows that participants not only know but understand the basic concepts of digital marketing. This increase means that MSME players now understand better and are expected to be able to design effective marketing to reach a wider range of consumers. Some documentation can be seen in Figure 2.



Figure 2. Training implementation process

Introduction to Canva Media

Canva is a graphic design tool that is user-friendly and very useful for MSMEs to create interesting promotional content. An introduction to Canva media includes how to access Canva via their gadget, including how to create an account and recognize the user interface. Then discuss the important features in Canva, such as templates, graphic elements, text and images. Participants will be taught how to select and edit templates according to their marketing needs. After understanding the features, participants will

practice creating promotional content for each of their products, such as posters, flyers and social media content that is already available on Canva. This gives them hands-on experience in using Canva to market their products. In terms of skills in using Canva, before the training, only 20% of MSMEs knew how to use this tool for graphic design. After training, this figure jumped to 80%. MSMEs are now able to not only access and navigate Canva, but also create promotional content that is simple but looks attractive and professional, such as posters and materials for social media. This skill is very important because attractive visual content can increase the attractiveness of their products and strengthen the brand image. Figure 3. Shows the last session before the closing of the training implementation.



Figure 3. Group photo of participants, students and companions

This allows them to maximize their potential, increase sales, and expand the reach of their business. With new knowledge and skills, MSMEs are now more confident to innovate and adapt to technological developments and consumer needs in the digital era.

CONCLUSION

Digital marketing training and introduction to Canva media have succeeded in significantly increasing the understanding and skills of MSME players. In terms of digital marketing, participants' understanding increased from 30% to 80%, enabling them to design more effective marketing strategies and reach a wider range of consumers.

Participants now not only know the basic concepts, but are also able to apply them in practice. On the other hand, skills using Canva also experienced a jump from 20% to 80%. MSMEs can now create attractive and professional promotional content, such as posters and materials for which templates are available on Canva media. These skills are essential to increase product appeal and strengthen their brand image. With new knowledge and skills, MSME players are more confident to innovate and adapt to changes in technology and market needs. This not only has the potential to increase sales but also expand the reach of their business in an increasingly competitive digital era.

RECOMMENDATION

Recommendations include several things, namely: First, ongoing training to deepen the knowledge and skills of MSME players in digital marketing and graphic design. Second, mentoring needs to be formed first so that you can get direct guidance from experts in the fields of digital marketing and design. This will help them apply the knowledge they have learned in a real business context. Third, it relates to access to digital resources that enable MSME players to continue learning and experimenting. Lastly, there is a need for collaboration with the Network in accordance with the business being carried out, this helps them exchange experiences, ideas and opportunities.

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