



INTRODUCTION AND ASSISTANCE OF UTILIZING BUSINESS MARKETING DESIGN APPLICATIONS WITH CANVA FOR TRAINING PARTICIPANTS AL FIRDAUS COMMUNITY WORK TRAINING CENTER (BLKK) KEMNAKER, PANGALENGAN VILLAGE, BANDUNG

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Abstract

The purpose of this activity is to provide insight to the training participants of the Al Firdaus Kemnaker Community Work Training Center (CWTC) in Pangalengan District in using social media as a means of promotion, 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 is often experienced by business actors in using social media is to create interesting and easy content. Efforts to provide a way to create content that is easy and interesting is to use applications that offer templates. One application that can be used is to use Canva. With Canva, businesses can create content with a selection of available templates, create logos, posters, info graphics, newsletters, featured image blogs, invoices, Youtube thumbnails and packaging designs. In the implementation of this introduction and mentoring, the implementation was carried out using the discussion method to map the problems faced by the training participants of the Al Firdaus Kemnaker Community Work Training Center (CWTC) in Pangalengan District in the use of social media. This discussion is used to map the extent of the problems in creating content and using Canva as well as by providing training and mentoring. The activity assistance was attended by around 16 participants from representatives of business actors in Pangalengan sub-district, Bandung Regency, who are members of the UMKM Association of Community Work Training Center (CWTC) al Firdaus Ministry of Manpower in Pangalengan District. The end result of this activity is that participants have an overview of using Canva. In addition, it is hoped that this activity can motivate UMKM actors to market their products more broadly by utilizing the existing marketplace and to innovate and modify their products so that their businesses are more advanced and developed.

Keywords: social media, content, application, Canva

INTRODUCTION

The large number of social media users certainly opens up opportunities for business actors in marketing their products. Marketing opportunities through social media can be done by creating content or posting product results on social media. The use of social media as a marketing medium must be one of the ways that business actors anticipate.

With social media, product marketing can be done at any time and the scope of promotion is wider and sellers and potential buyers can interact each other. Social media is an online media that is used as a means of social interaction online on the internet. In social media, the process of interaction and communication can be done by fellow users. Fellow users can interact, communicate, share information and other activities. Social media technology using internet-based technology or applications can change a communication into a form of communication that can interact with each other. Examples of popular social media with many users in Indonesia include Facebook, YouTube, Blogs, Twitter, Instagram (Mac Aditiawarman, 2019).

According to Utari (2011), social media is an online media where each user can interact easily in sharing information, creating images in the form of content about information that will be conveyed to others, responding to comments on input submitted by other users, and other communicatings in social media facilities. Everything can be done quickly and infinitely. Publication is very important in promoting the potential of any area, be it human resource potential or regional potential such as natural resource potential. With social media anyone can publish any information very easily and cheaply.

The attractiveness of promotion on social media includes promotional content that is attractive and has bargaining value for potential buyers to view the content and finally decide to buy. According to the Big Indonesian Dictionary (KBBI), "content" is defined as information available through media or electronic products. With interesting content, social media users can interact with each other. One of the interesting content to post to social media is photos. Users can post photos with free genes with their creativity. Interesting photos in social media are photos that are something new, which causes many other users to be inspired by the content / photos (Ardipraditiya, 2020). According to Hanif (2018), another thing that needs to be considered in creating content is the target of the intended product. The product is the same but the goals are different, the content can be different.

The use of social media as a promotional media is an alternative in doing promotions. This is because social media is easily accessible anywhere and anytime. Promotion on social media is a cheap promotion because it is not paid and has a wider reach. So, promotion through social media is very effective among young people (Purbohastuti, 2017). Another researcher, Puspitasari (Puspitarini & Nuraeni, 2019), conducted research on Happy Go Lucky house which promoted through Instagram. The main thing in promotion is to create a persuasive and effective message to attract the attention of consumers. The conclusion from the research is that Happy Go Lucky house makes good use of Instagram, seen from the various promotional activities carried out and can also take advantage of the various available features. Other studies that examine social media as a promotional medium include (Romadhan, 2017), (Vernia, 2017), (Widayati & Augustinah, 2019), (Fauzi, 2016). Another study related to the Canva application was conducted by Lucius (Leryan et al., 2018). Lucius uses Canva's results as an innovation in making media presentations and has been practiced by students of history education at Sanata Dharma University. With the Canva application, History teachers are able to apply history learning easily and can keep up with technological developments.

Purwati et al. (2019), in implementing community service, providing training on the use of the Canva application to the Banyumas Raya professional mother community. The material provided in the training is an introduction to Canva which is used in creating content and other purposes such as making flyers. In addition to creating content, this training also presented the use of Canva to create infographics, certificates and design posters for promotion or information delivery. Other community service implementations are carried out (Pratiwi et al., 2020), the participants are UMKM actors. In this training, it is hoped that the trainees will be able to use the applications used in the design, including

using Canva. The purpose of this activity is to provide insight to UMKM actors in using social media in conducting promotions and creating product content that has attractiveness and can be done easily. Participants in this activity assistance were representatives from the UMKM association in the Pangalengan sub-district, Bandung Regency, West Java.

METHOD AND PROCEDURES

This community service activity was carried out in the hall of the Al Firdaus Community Work Training Center (BLKK) of the Ministry of Manpower, Pangalengan Village, Pangalengan District, Bandung Regency, West Java. This activity was held for 4 weeks every Saturday in June, namely 5, 12, 19 and 26 June 2021. The participants are UMKM actors in Pangalengan District and the local community. The method used in the implementation of this community service activity is structured training. This method is a participatory-lecture method, discussion-information and followed by direct mentoring and training on making business marketing designs with the *Canva* application. In more detail, the implementation of community service activities is described in table 1 below:

Table 1. Activities and Methods

No.	Activity	Methods	Tools/materials
1	An overview of the <i>Canva</i> app materials	Lectures, discussions, Q&A	Slide power point, laptop and infocus
2	An introduction to <i>Canva</i> app terms, and the benefits of using the <i>Canva</i> app	Lectures, discussions, Q&A	Prezi, laptop and infocus
3	How to use a business marketing design app with <i>Canva</i>	Demonstration, practice and Q&A	Shopee accounts, gadgets/laptops and infocus
4	The results of the business marketing design with the <i>Canva</i> application for the training participants of the Al Firdaus Community Work Training Center (BLKK) Ministry of Manpower, Pangalengan Village, Bandung Regency	Demonstration, practice and Q&A	Product

RESULTS

This community service activity provides benefits for the community, especially UMKM actors in Pangalengan Village, Pangalengan District, Bandung Regency, West Java as participants in this activity. Activity participants can understand what the *Canva* application is as an application/tool for online-based graphic design that is easy to use for participants, especially UMKM players can create content with a choice of templates that are already available, create logos, posters, info graphics, newsletters, featured blog images, invoices, Youtube thumbnails and packaging designs and can motivate UMKM actors to market their products more broadly by utilizing existing *Canva* applications and innovating and modifying their products so that their businesses are more advanced and developed. At the end, participants were also given training on how to create a *Canva* application account and

design an attractive product display to be marketed on social media or the marketplace. Not to forget, at the end, there was a presentation of one of the results of UMKM product designs that had been assisted in marketing their products on the *Canva* application. The complete discussion of the results obtained from each of these activities is as follows:

1. *Explanation of the Canva application material*

This activity begins with an introduction to information technology and the impact of the development of information technology in the world of economy and business, especially in Indonesia. Furthermore, participants were given an understanding of what the *Canva* application is, the definition of the *Canva* application according to several experts, the development of the *Canva* application in Indonesia and the impact of the development of the *Canva* application for businesses, consumers and society as well as the benefits and problems that arise from the presence of this *Canva* application. In addition, participants were also given an understanding of the implementation of the *Canva* application in running a business, both technically and non-technically. The participants actively listened to the presentation of the *Canva* application material so that the information conveyed by the presenters could be absorbed properly. Almost the majority of participants admitted that they only knew about the term *Canva* application after receiving information and material presentation from the resource persons. Of course, this provides considerable benefits for participants in increasing their knowledge and opening up participants' insights about the *Canva* application.



Figure 1. Photo of the opening of the Canva application Junior Graphic Design Training with the instructor, training participants and the Pangalengan Village Head



Figure 2. Resource Person Explaining Canva Application Material Second, an introduction to the term Canva application, and the benefits of using the Canva application



Figure 3. Participants listening to speakers' presentations regarding the application and benefits of canva

2. Introduction to the Term Canva Application, and the Benefits of Using the Canva Application

What is Canva?

Canva is a tool for graphic design that bridges its users so they can easily design various types of creative designs online. Starting from designing greeting cards, posters, brochures, infographics, to presentations. *Canva* is currently available in multiple versions, web, iPhone, and Android.

Canva's history begins in 2012, precisely on January 1, which is his birthday. *Canva* was founded by Melanie Perkins who previously also founded Fusion Books, a leading book publisher in Australia. In the first year of its debut, *Canva* skyrocketed to a record 750,000 users.

Five years on, in 2017 *Canva* reached a phase where the company started to make a profit. At that time, they already employed 200 employees spread across the Australian and San Francisco offices. One of the biggest incomes comes from premium users, totaling 294,000 users. As of 2017, *Canva* has 10 million users with service coverage in 169 countries.

Benefits of Canva

With *Canva*, you can easily create great visual content, not inferior to other paid software. You can easily create various designs, such as:

- **Logo:** Logo is very important for every business because it is a means of branding. Using *Canva* you can easily create a logo with the templates provided or create your own from scratch.
- **Posters:** Posters are very suitable for advertising products, services and others. Creating a poster is now very easy, just open *Canva*, select a poster template, you edit and you're done
- **Banner Ads:** Now making banner ads for websites is very easy, you don't need to master graphic design. Just open *Canva* all the ad banners you can make
- **Social Media Content:** Social media content nowadays is very important for business. With good content, it will certainly attract the attention of netizens. *Canva* also provides many

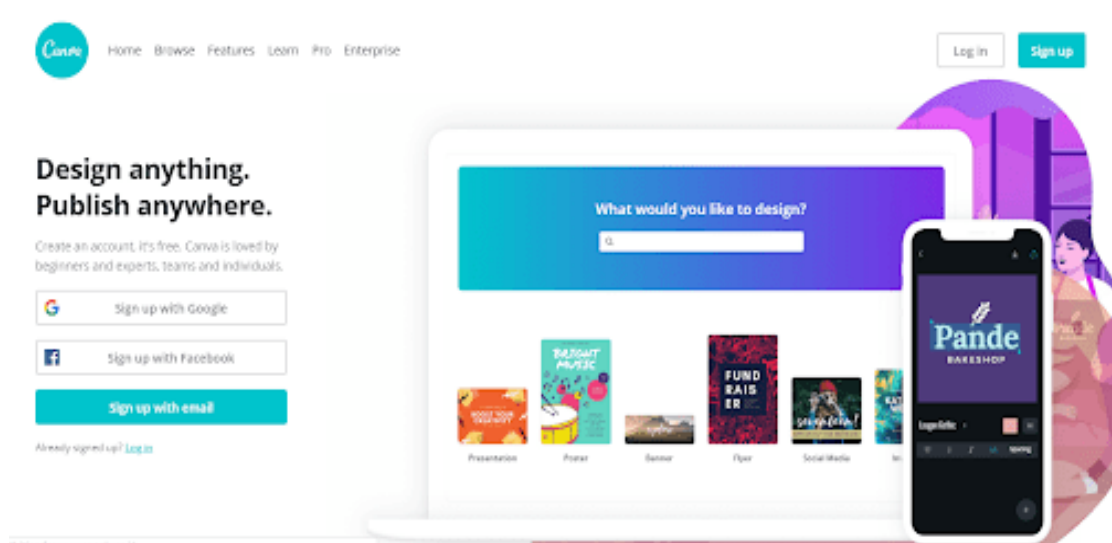
templates for creating social media content, you just have to choose, edit and download your design, easy, right.

- **Featured Image Blog:** Now you can quickly create blog banners without needing to master graphic design. With *Canva* all you have to do is select an image, add text, edit and download it.
- **Youtube Thumbnails:** *Canva* also makes it easy for Youtubers if they want to create Youtube Thumbnails because there are various templates available. You just select a template and edit.

3. *How to Use a Business Marketing Design Application with Canva*

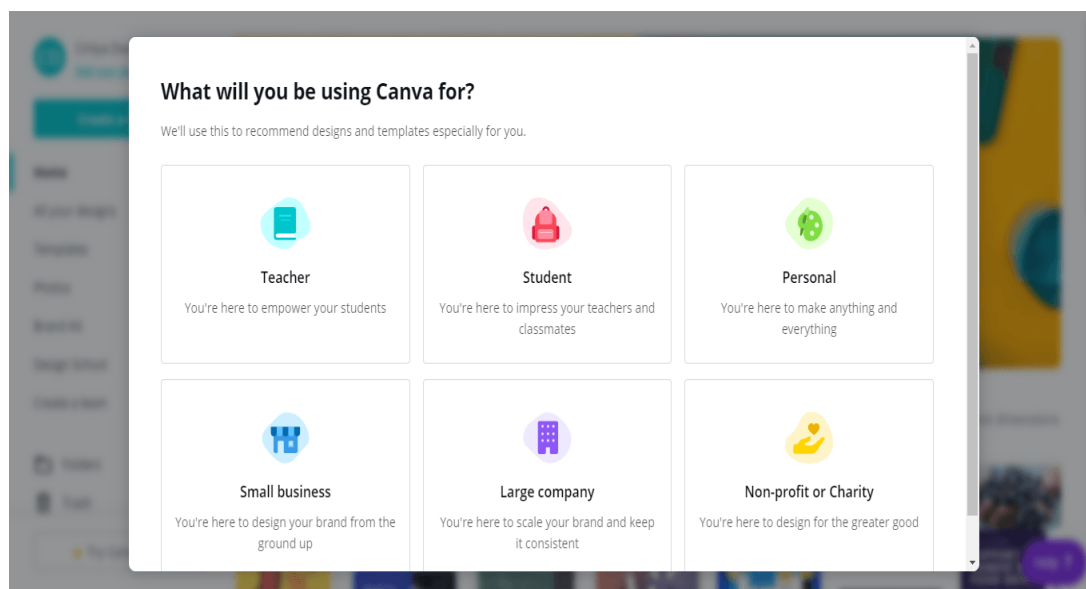
How to use *Canva* for design needs such as social media design Instagram, Facebook, and others, here's an explanation.

A. Sign-Up to *Canva*



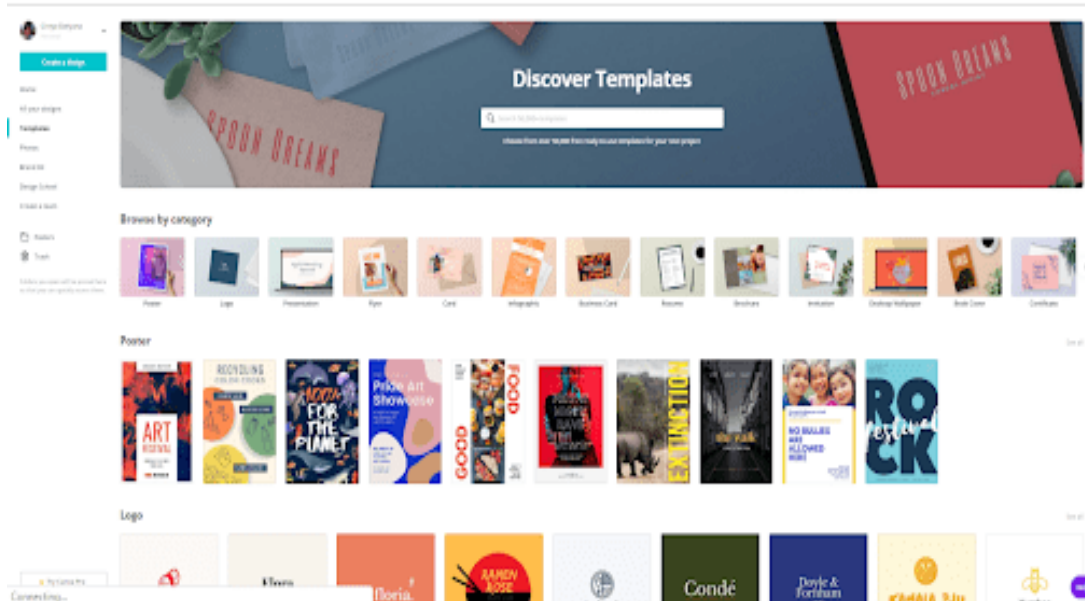
First, you need to have a *Canva* account. Then you can sign up or login at <https://www.Canva.com>. There are several options for Facebook, Gmail or registration by filling in personal data to create a *Canva* account.

B. Choose as Needed



After that, you will be given the option to choose what to do with your *Canva* account. Choose as needed. For example, if you need *Canva* to design an online product business, you can use a small business or a personal one.

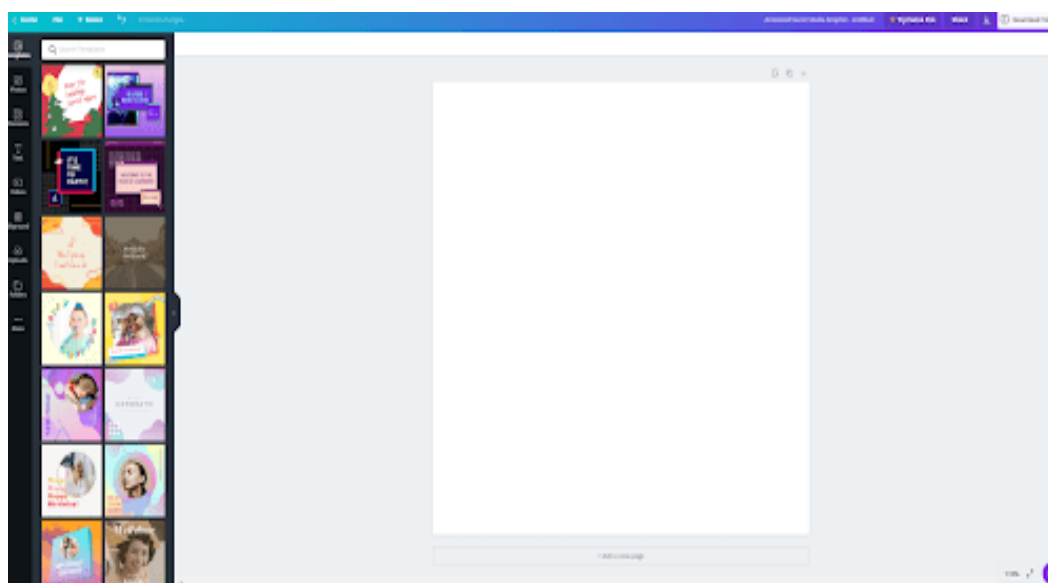
C. Demo and Design Type



Next, you can choose a graphic layout. As mentioned earlier, you can create various types of graphics in *Canva*. Various layouts are provided with dimensions that have been adjusted for the platform. Some examples of categories provided are social media posts, documents, blogging, ebooks, infographics, marketing materials, events, and ads.

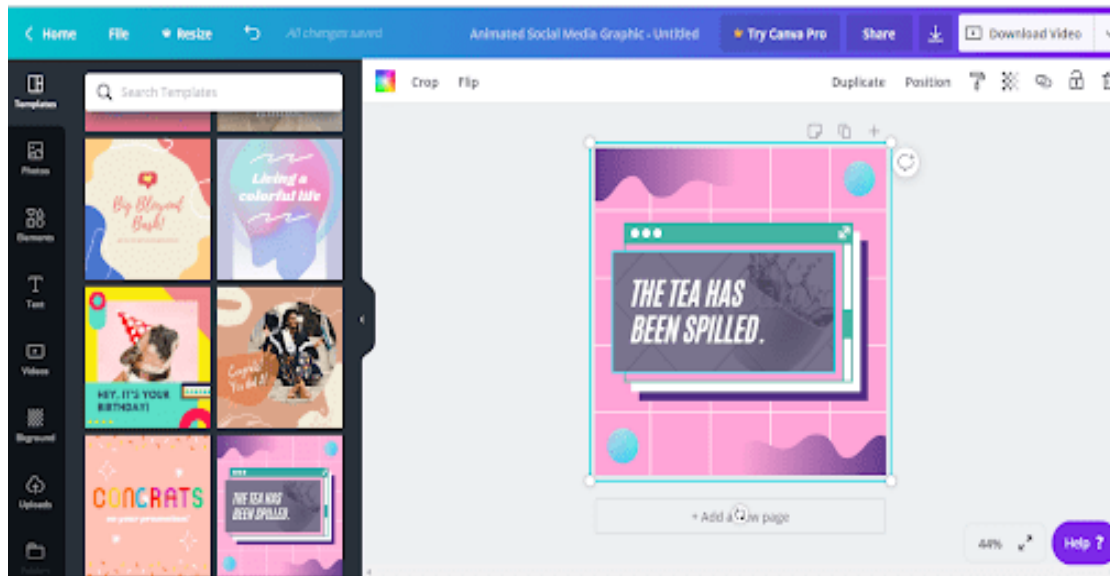
Choose one of the most suitable layouts. If you can't find a template with the required dimensions, you can select a custom dimension in the upper right and enter the required dimensions.

D. Select the Image to Use



Here there is a worksheet that is a white rectangle which is the design area later. With these various templates, there's no need to start from scratch. You can also upload your own pictures.

E. Custom Design



For example, here we use one of the design templates that can be dragged and dropped in the trainee's work area.

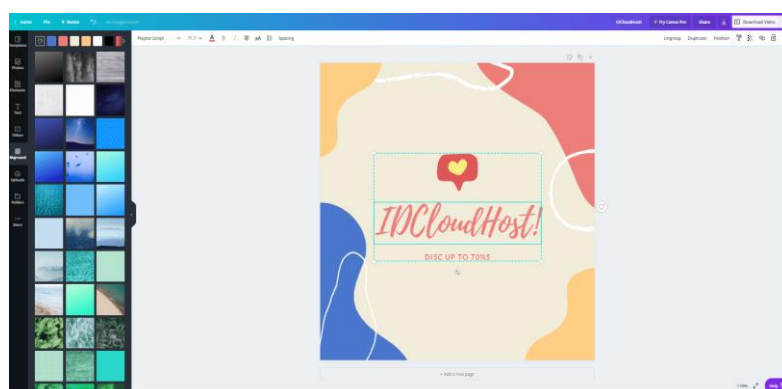
Get to know Canva Features

There are several design features in *Canva* that you can take advantage of, such as text, color palette, filters, transparency, and branding. We will discuss these features in more detail below. Text insertion.

1. Text

The images can help to provide information related to the image and the trainee's business. In addition, training participants can also enter a call-to-action (CTA) to invite people to perform an action on the participant's image.

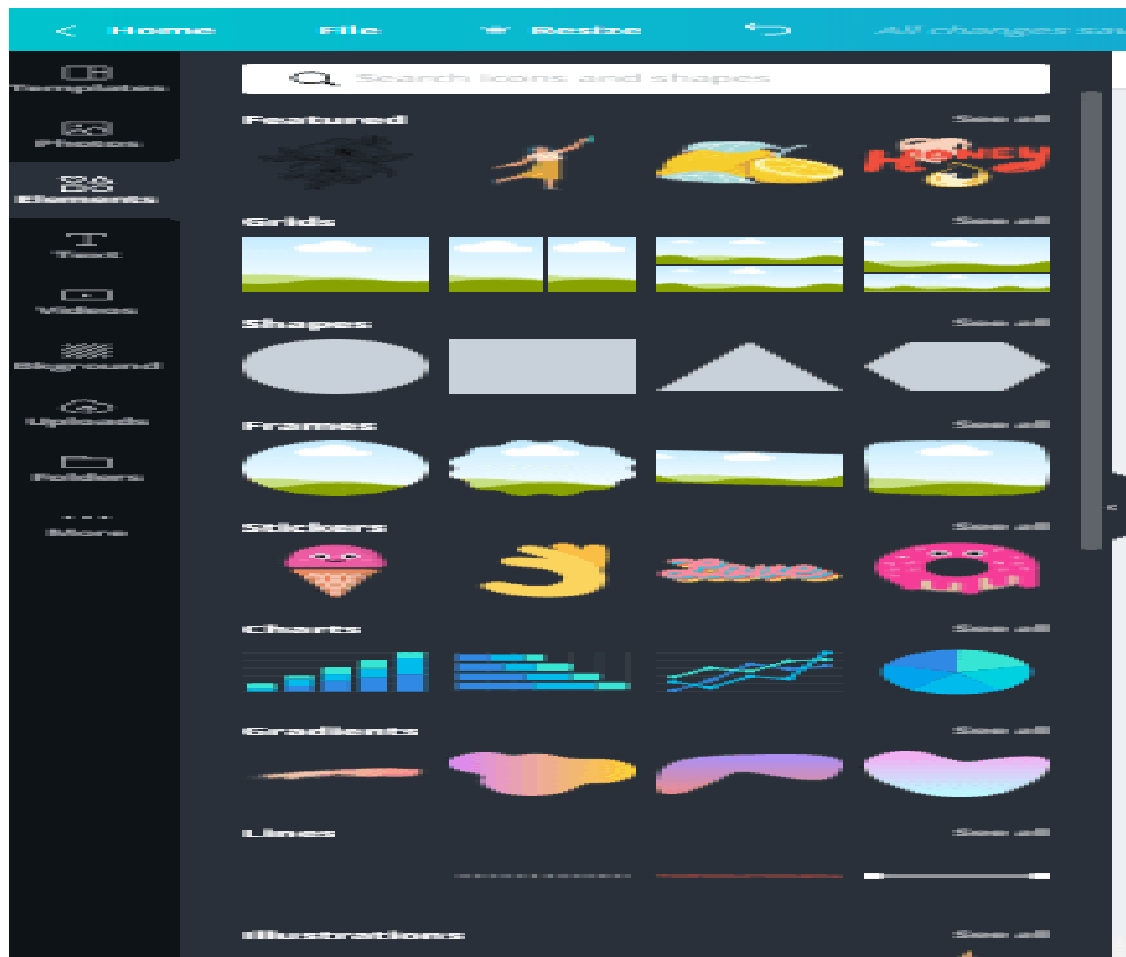
Canva offers a variety of text templates that you can use to give your graphics an attractive typography. *Canva* allows participants to adjust the color of their graphics according to their wishes and needs. *Canva* itself recommends that trainees set the color palette for the graphic. As the trainees could see, *Canva* has compiled all the colors in this image's color palette.



2. Animation

In addition to colors, trainees can also use Animations. *Canva* has several Animations that trainees can customize according to the trainee's wishes. As the trainees can see, the trainees can edit the text to suit the needs of the trainees. Not only text, trainees can also change colors to match the wishes of the trainees. Each element in this template can be easily replaced by trainees.

For images, trainees have the option to use the available stock images or use the trainees' own images. To upload a picture of the trainee himself, click the uploads option on the left of the screen and upload a photo of the trainee. Then, use the drag-and-drop feature to insert the trainee's image into the graphic that the trainee is creating.



4. The Results of Business Marketing Designs with the Canva Application

The following are the results of a business marketing design using the *Canva* application for the participants of the Al Firdaus Community Work Training Center (BLKK) of the Ministry of Manpower, Pangalengan Village, Bandung Regency after the participants received a complete scientific treasure related to the *Canva* application design, among others:

HASIL DESAIN PESERTA PELATIHAN DESAIN BISNIS APLIKASI CANVA

PANGALENGAN, JUNI 2021



CONCLUSION

From the results of the Community Service activity entitled "Introduction and Assistance in the Utilization of Business Marketing Design Applications with Canva for Training Participants of the Al Firdaus Community Work Training Center (BLKK) Ministry of Manpower, Pangalengan Village, Pangalengan District, Bandung Regency," several conclusions can be drawn including:

1. The public, especially UMKM players, got a lot of information and education about the Business Marketing Design Application with Canva and its impact and development on their business.
2. Encouraging the public and UMKM actors to be more familiar with various types of Business Marketing Design Applications with Canva that they can use to develop their businesses and open an understanding of the convenience and benefits that will be obtained in selling online through the available marketplaces
3. It is hoped that the public, especially UMKM actors, can apply the knowledge that has been given in the training to create a Business Marketing design Application Account with Canva as a forum for promoting and selling their products.
4. By providing assistance to the participants, it is hoped that other UMKM actors in Pangalengan Village, Pangalengan District, Bandung Regency can be motivated to market their products more broadly by utilizing the existing Canva Business Marketing Design Application and innovate and modify their products so that their business is more advanced and develop.

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