



Utilizing Canva Application Training to Improve Skills and Product Sales in Micro Small Medium Enterprises (MSMEs) East Java

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ABSTRACT:

Micro, Small and Medium Enterprises (MSMEs) are economic businesses in the field of sales or trade that are managed by individuals or business entities. The existence of MSMEs in the technological era needs to utilize applications that can support sales. Canva is a design app that can be used to support sales. Canva's role in Micro, Small and Medium Enterprises (MSMEs) is expected to be an application that makes it easier for actors to market their selling products. This study aims to determine the effect of Canva training on improving the skills and sales of Micro, Small and Medium Enterprises (MSMEs). The approach method used in the implementation of this training activity includes monological and dialogic methods. Based on the results of the study, training on using the Canva application to increase sales and skills has a positive effect on MSME owners. This is due to the use of the Canva application which is easily understood by all people and the costs incurred are not much.

Keywords: Canva, Training, Skill, Product Sales



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INTRODUCTION

Micro Small Medium Enterprises (MSMEs) are economic businesses in the field of sales or trade managed by individuals or business entities in accordance with the standards listed in Law Number 20 of 2008. This productive economic business is aimed at reducing poverty so that the economy can increase (Taryudi et al., 2021). The existence of MSMEs needs special attention from various parties so that MSMEs are not less competitive in trade (Esfahbodi et al., 2022). In developed countries, MSMEs are very important, not only because these business groups absorb the most labor compared to large businesses, but also because their contribution to the formation and growth of gross domestic product (GDP) is the largest compared to that of large businesses (Songkajorn et al., 2022). Based on the contribution of MSMEs to GDP per sector, it can be seen that the largest contribution of MSMEs is in the PPKP sector with MSME units of 49.58%, followed by the PHR sector with 29.56%. The industry in this sector has the potential to be developed from micro, and there is a chance to develop into a large industry (Lu et al., 2022).

In the current era of globalization, the development of increasingly advanced technology has an impact on the sales and marketing of MSME products. Sales techniques that were originally traditional (offline sales) gradually changed to digital (online) and were supported by the condition of the spread of the virus, namely COVID-19 which had a major impact on the sustainability of MSMEs, especially MSMEs in East Java totaling 163,713, most of whom were engaged in the needs sector. daily activities, the service sector and the production sector (Choirina et al., 2021). Therefore, new strategies are needed to overcome these problems. The concept of strategy is a concept that needs to be understood and applied by every entrepreneur and every manager in all kinds of business fields (Gajdzik & Wolniak, 2022). Since the last few years, the notion of strategy has received more and more attention and been discussed in the literature on management, various articles have appeared in connection with, for example, product-strategy selection strategies, marketing-strategies, diversification-business strategies (Mitrega et al., 2022). As for attention to the term strategy, it arises because people realize that every company needs a well-defined scope and direction of growth, and that goals alone cannot meet such needs, so that additional decision regulations are needed so that the company concerned can achieve regular growth, as well as profitable ones (Andrade et al., 2022).

In addition, the lack of human resources for MSMEs in East Java is related to science and technology which can have an impact on unclear business prospects (Fidela et al. 2020). This condition forces East Java MSME players to adapt and innovate to improve skills and sell products with a wide range. Every MSME actor must be able to carry out product marketing, raw materials to be produced, and product packaging that attracts buyers. This is necessary so that MSME actors can survive in the long term and have competitiveness in doing business (Afifah et al., 2018). The training in the Canva application is needed to improve skills and product sales for SMEs. Canva is an online application to make it easier for users to design various types of creative designs, for example presentations, posters, flyers, infographics, proposals and so on, which are equipped with various templates. Canva consists of two services, namely free and paid. Canva can be used through a website or mobile application that can be used anywhere (Choirina et al., 2022). This research is intended to provide knowledge related to Canva application training as a graphic design medium for MSME actors and to build interest and self-development for MSME actors in making creative innovations and being able to increase sales of MSME products.

METHOD

The approach method used in the implementation of this training activity includes monological and dialogic methods. The monologue method is a language activity spoken by speakers and is more concerned with the content of communication (Blommerde-Winters, 2022). The monology method in this activity is in the form of presentations delivering training material while the dialogic method is in the form of interviews with training participants to find out the level of difficulty and understanding of participants in operating the Canva application. The number of MSMEs participating in design training activities using Canva was three MSMEs. The MSMEs that participated were Makanan Nusantara, Dapur Daffa and Kue Cantik.

RESULT AND DISCUSSION

Businessmen and smartphones are two important things that cannot be separated at this time. Smartphones are not only used as a communication tool, but also as an all-in-one device that allows smartphone users to do various things anywhere and anytime ([M. Singh et al., 2021](#)). On smartphones, there are several default applications in the form of Android OS and others, and some of them can be obtained through the Playstore ([Gani et al., 2022](#)).

The notion of design is an end result of a series of a person's creative process. However, according to Suyatno, graphic design is defined as the application of art and communication skills for business and industrial needs ([Badoc-Gonzales et al., 2021](#)). These applications can include advertising and selling products, creating visual identities for institutions, products, and companies, and graphical environments, information design, and visually enhancing messages in publications ([Vásquez et al., 2021](#)).

Canva is an online application used to design various innovative and creative types by graphic designers (Khomariah & Primandari, 2021). Examples of designs produced are pamphlets, banners, logos, CVs, and posters. Therefore, the Canva application is very easy to use by novice designers and ordinary people, so it really helps business actors to create attractive promotional designs or content to attract potential customers or customers, after which they are uploaded on promotional media such as social media or the MSMEs marketplace, which is available (Choirina, et al., 2022).

The Canva application is very suitable and a recommendation for small businesses and even beginners, this is because Canva is friendly and easy to apply for editing, has a variety of features included, Canva can be accessed using data or web applications, provides various templates up to thousands of free and attractive templates ([Vivel-Búa et al., 2019](#)), graphic designs can be downloaded and shared in various formats, does not require storage space, can design various communication media (print and digital) and there are free and paid (premium) facilities. Using the Canva application provides a solution for small businesses to produce elegant, attractive designs that are not inferior to a reliable editor ([Brodny & Tutak, 2022](#)). MSME practitioners can use this application to be more creative, innovative and explore imagination to produce designs for various needs that are more attractive to the times and competitive (Darmawan et al., 2022).

Skills are very important in determining the results of learning. Skills are abilities that can be learned and measurable to facilitate work effectively and efficiently or commonly referred to as psychomotor activity ([Behl et al., 2022](#)). Activities that require direct practice or as a result of an activity that is used to being carried out is an ability ([Khurana et al., 2019](#)). Ability can be developed by routine daily activities from experience experienced or also obtained from the results of training or training (Sulistyowati, 2019).

Sales are activities that aim to attract, seduce, influence, and provide explanations and educate customers or prospective customers that the products we offer are the right goods or services to meet the needs or the right solution for customers and there is a sale and purchase agreement at a low price. which is agreed upon by both parties and is mutually beneficial or a symbiosis of mutualism is the definition of the sale itself (Moekijat, 2000).

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According to [Kertajaya \(2006\)](#), sales is a strategy that can reflect a company with customers and the relationship that exists between the two. That is how to grow and maintain a good relationship in the long term with customers or customers through a product or service offered. The strategy is a directed and detailed plan to achieve a certain vision (Swastha, 2002). So, a strategy is a unified, comprehensive, integrated plan that links the strategic advantages of a business with environmental challenges designed to ensure that the main vision of a business can be achieved with precise and fast performance and implementation ([Agarwal et al., 2022](#)). Plans are arranged to start a business, namely by increasing the quantity of sales of products or services offered and being able to meet and provide satisfaction for consumer demand is a sales strategy (Widharta, et al., 2013). According to Widharta, et al. (2013) there are several factors that must be carried out in determining and updating the sales strategy appropriately:

1. Updating and improving employee skills or soft skills by providing free directions or training, keeping up with the times, and creative and innovative marketing or sales techniques (creating content or videos) then uploading them on social media or existing marketplaces ([Silvestri et al., 2022](#)).
2. Establish good relations between employees and customers so that they know the weaknesses and strengths of the company itself as well as find out about competing companies with the aim of adding customers or customers ([Gupta & Kanungo, 2022](#)).
3. Asking customers or customers to provide suggestions and criticism for the progress of the company ([Sharma et al., 2022](#)).
4. Perform the same service between face-to-face customers and new customers ([Simone et al., 2023](#)).

Training activities are in the form of using the Canva application starting from accessing the application, creating an account, creating and modifying designs and downloading designs that have been made, before this training activity is carried out, MSME actors have participated in a series of activities such as, the importance of understanding promotional strategies to increase sales and the importance of increasing human resource skills to develop MSME ([Kilay et al., 2022](#)). Based on interviews, questions and answers and direct observation of the training activities, the results were increasing, namely increasing the participants' motivation, knowledge, and skills in using the Canva application to make product designs more attractive. The response from the participants in the training using the Canva application was very positive because the participants felt the benefits directly in supporting the interest and motivation of MSME actors to be creative in designing a product to be marketed. There is training on using the Canva application which can be used to create logos, menu lists, labels, posters and banners.

Table 1. Results of the Training Questionnaire

Question	Valuation
This training adds new insights	90%

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This application increases the motivation of MSME owners in using online sales media	85%
The speaker explains clearly and is easy to understand	85%
This training increases creativity	90%
Adequate internet facilities and networks	50%
Features in the Canva application make it easy to create promotional media	80%
There are many things that can be further explored with the Canva application	85%
This app is easy to use	95%
This training enhances professionalism and competence	75%
Need to hold further training on different topics	80%

Table 2. Design MSME Using Canva

Design	Information
	<p>The new fried rice menu is one of the frozen products sold by one MSME that specializes in selling various fried rice. During the training, the business owner made a design in the form of a new menu of fried rice to be marketed online and offline to the public.</p>



The Daffa Kitchen logo is the logo of a frozen food business owner who sells a variety of millennial generation foods. The use of orange is intended to attract the attention of buyers while at the same time showing the favorite color of the business owner.



Daffa Kitchen Banner is an information medium to convey menus along with contacts that can be contacted by buyers. The menu on the banner is seblak, pempek and mushroom chicken noodles. Apart from being able to buy it directly, the food can be purchased via Go-Food, Grab Food and Shopee Food.



This design shows one of the products sold by MSME owners who sell various pastries. One of the pastries sold is Putri Salju. The design created is a special design for the month of Ramadan where many people are looking for pastries.

From the training activities using the Canva application, it can be concluded that this activity went according to the plan and objectives of the activity. However, based on the results of the evaluation, in terms of implementing the activity there were obstacles such as: the type of smartphone owned by the participants did not support the use of the Canva application, the internet connection did not exist and was unstable, and most of the participants were using the Canva application for the first time, so an explanation was needed slowly and intensively. An explanation that can be given regarding the discussion of these two applications on Android can be used to help expand the target market for your business ([Amatya et al., 2022](#)). Marketing activities can be done easily with the internet as it is today. Several social media such as

Facebook, Twitter, Instagram and chat applications can be used as an online marketing strategy that every business person can try ([Suminah et al., 2022](#)). Apart from marketing MSME products or services, social media and chat apps are also useful as a medium for communicating with your customers and partners ([Yáñez-Araque et al., 2021](#)). Finally, the explanation that can be done is about relations. The existence of business friends who make it easy to understand all the conditions of the company and facilitate the process of making decisions in the future ([H. Singh et al., 2018](#)). This application makes it easy to monitor financial activities, starting from the purchase of goods, sales, salary payments, remaining capital, the amount of cash owned by the company to profits derived from the operational results of business activities ([Achi et al., 2022](#)). All of these explanations can be done slowly but on schedule. So that MSME actors can understand and properly implement marketing strategies using the Canva application. Because after making a design, business actors also need to publish it. Relations function to remind business actors if they forget the steps described. Thus, maximum results can be obtained from the training ([Jewalikar & Shelke, 2017](#)). The existence of this training is expected to be able to advance the marketing of MSMEs and make it easier to develop MSMEs.

CONCLUSION

Based on research, it appears that training on using Canva as a design medium to improve skills has received a positive response from MSME owners. As a result, MSME owners are able to create attractive designs. The existence of this training is expected to increase sales. In the future, it is hoped that more MSMEs will receive design training to facilitate promotion. The strategy that can be carried out in design training through Canva is by introducing business-related features and how to make payments to be able to have Canva Premium.

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