

**WORKSHOP OF HUMAN RESOURCE CAPACITY
DEVELOPMENT THROUGH CANVA TRAINING TO
INCREASE MSMEs DIGITAL PROMOTION IN BENGKALIS
(CASE STUDY ON MARKETING ASPECT)**

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ABSTRACT

This seminar is an activity carried out to assist students and the wider community in developing the ability of human resources to build creative businesses by utilising the Canva application. Increased digital promotion is key for Micro, Small and Medium Enterprises (MSMEs) to increase their visibility and competitiveness. This workshop aims to develop the capacity of human resources in Bengkalis Regency through training using the Canva platform. Canva is an easy-to-use online graphic design tool, and this workshop is designed to provide an in-depth understanding of using Canva in the context of digital promotion. Participants will be guided to understand the basic concepts of graphic design, digital promotion strategies, and the application of skills using Canva. During the training, participants will engage in hands-on practical sessions to create attractive and effective digital promotional materials for their MSMEs.

Keywords : Workshop, Digital Promotion, Canva Training, MSMEs in Bengkalis