CHAPTER 1
INTRODUCTION

1.1   Background of the project

Small and Medium Enterprises (MSMEs) are the backbone of the economy in many countries. They often have limited resources, but play an important role in creating jobs and economic growth. However, many MSMEs still face obstacles in exploiting the full potential of digital promotions. In an increasingly connected world, the use of digital platforms and social media has become key to reaching customers and marketing products or services. In service activities to the community, MSMEs are still not utilizing their potential optimally in operationalizing application programs, especially Canva. Nowadays, many business people use social media as their main choice for marketing. Social media plays a very important role for MSMEs in developing their businesses. Business actors use social media to receive customer information and manage their business, such as promoting their products or services more broadly. A digital platform can be defined as a place, container, or means that facilitates meetings between parties to exchange information, do business, or offer services and services. Thanks to digital platforms, all of the above activities can be carried out in one place, which directly brings sellers and buyers together.

Bengkalis city is one of the districts in Riau which has many MSMEs operating in various sectors such as culinary, crafts, agriculture and others. The growth of MSMEs in this region is a great opportunity to improve the local economy. In their service activities to the community, MSMEs are still not utilizing their potential optimally in operationalizing application programs, especially Canva. Using the Canva application can make it easier for individuals and organizations to make budgets, calculations and accounting. In the digital era, promotion through online media is the key to increasing the visibility and competitiveness of MSMEs. However, many MSMEs in Bengkalis do not have the knowledge or skills to manage digital promotions well. When village MSMEs are unable to master the basic technology of an application, they will have

difficulty carrying out their activities. The existence of a reality like this will of course be difficult for village officials in particular and for villages in general to keep up with developments, for example in the economy in business sectors which are currently mainly supported by the use of computer technology.

Digitalization is an activity that utilizes digital technology. Digitalization in this day and age is very useful in all life activities, especially in the field of entrepreneurship starting from the production stage to the marketing stage (Utami, 2022). Business people are starting to use technology to support their businesses so they can survive in today's digital era of competition and forcing business people to adapt and keep up with changes in digitalization. Therefore, MSMEs must follow these changes in order to survive and compete. However, for MSMEs, this digitalization process still requires a lot of preparation. The development of information technology in the 4.0 era provides an easy solution for MSMEs to change their sales strategy through online systems (Febriandirza, 2020). The current era cannot be denied is an era of the ability to utilize information and technology. Whoever can compete, he will survive. Many MSMEs actors can become successful MSMEs actors because of their tenacity, hard work and never giving up nature (Taha, 2021)

Canva application is an online graphic design application that can be accessed via https://www.canva.com/ using a mobile device or PC/Laptop. Canva also has various kinds of templates or design options that you want to make, not only presentations but also provides various templates for worksheets, posters, videos, banners, etc. (Leryan et al., 2018). The use of the Canva application starts from educational activities, business activities, graphic design, and logo and visual identity design. The use of this application at the MSMEs level is more focused on using the Canva program. This workshop aims to provide training to Human Resources in Bengkalis so that they can use Canva as a tool to create effective and creative digital promotional materials, so that they can help MSMEs in the region to grow and develop in an increasingly competitive digital business world.

Digitalization is the process of changing information media which previously had printed form into digital form (Sukmana in Erwin, 2020).

Digitalization of MSMEs is digitalizing the marketing activities of MSMEs products by MSMEs players. If previously marketing activities used information media that were still in physical and analog form such as newspapers, magazines, brochures and other newspapers, then with digitalization information media facilities have been converted to virtual and digital (Siregar, 2019). Digitalization is a form of adaptation of technological advances which also functions to minimize risks.

The problem with MSMEs is that many MSMEs still don't understand the use of digital platforms and the current advances in information technology. Previously sold products still did not have logo packaging, so assistance was needed in using digital platforms so that business actors could develop their business and increase creativity in their business, one of which was doing product branding, namely creating product logos with the Canva application. MSMEs players also do not understand how to market and promote their products and services so they have not reached the target market and increased product sales. With the existence of a digital platform, promotional and marketing activities can be carried out online or digitally so that product marketing can be done at low cost or efficiently and can reach consumers from all walks of life both domestically and abroad, one of which is by taking and editing product videos. Seeing the problems that occur, a bridge is needed to facilitate society to be more advanced in the field of information technology and applications. then the Community Service Program implementation team carried out the activity "Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis".

1.2 Identification of the Project

Based on the background description above, it can be seen that the problems solved in this study are as follows "Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis".

1.3   Purpose of the Project

1.3.1   The General Purpose of the Project

The general objective of the project to be achieved in this final assignment is to create or organize a Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis.This project aims to provide real benefits for MSMEs by empowering their human resources in terms of digital promotion. By using Canva as a tool, it is hoped that MSMEs can be more effective in reaching online audiences and increasing their business.

1.3.2   The Specific Purpose of the Project

The specific project purpose that are expected to be achieved in the writing of this final project are as follows:

1.   Improve the capabilities and skills of HR in Bengkalis in using the Canva tool for graphic design.
2.   Facilitate MSMEs in Bengkalis in understanding and applying Canva tool to create attractive and high-quality digital promotional materials.
3.   Obtaining sponsorships and financial support from diverse sources to bolster seminar initiatives.
4.   Promoting and advertising the seminar with the aim of drawing in the appropriate participants.
5.   Encourage the increased of MSMEs digitalisation in the region, with a focus on more effective and professional use of graphic design.
6.   Measuring the positive impact of this workshop, such as increasing the number of customers, sales or brand awareness of MSMEs in Bengkalis through enhanced digital promotions.

1.4   Significance of the Project

This project is expected to be useful for interested parties or related parties where the benefits of this project are:

1.　　For the Author

Directly involved in organizing the activities of the Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis starting from the preparation stage until the activity is held successfully. One of the requirements for completing applied undergraduate education in the international business administration study program is the completion of the final project. This final project can be used as insight, and recommendations in completing the project, as well as to describe the finance section in the implementation of the seminar to understand and overcome project-related problems. As one of the strategies for applying knowledge to accelerate learning.

2.　　For MSMEs

Canva training will provide powerful graphic design skills to MSMEs, enabling them to create attractive and professional visual content.

3.　　For Other Parties

This under graduate thesis is expected to provide more knowledge to other institutions. This project can also be used as the output of the project to be implemented and as a reference for other researchers who will raise the same problem but with a different point of view.

1.5　Time and Place of Project Implementation

Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkaliswill be held on :

Day, Date　　: Saturday, 28 October 2023

Time　　　　: 08.00 – 12.00 WIB

Place　　　　: Village Office Bantan Tua

Address　　　: Lebai Wahid Street, Bantan Tua, Bengkalis, Riau.

1.6   Writing System

The systematics of writing carried out for the project "Workshop of Human Resource Capacity Development Through Canva Training to Increase MSMEs Digital Promotion in Bengkalis" is as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the author explains the background of the problem, project identification, project objectives and benefits, place and time of project implementation project writing systematics.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the author describes theories that are relevant to the general theoretical basis of the project, project-specific theoretical basis and framework.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe the method and process of completing the project, project preparation plan, project implementation plan, project completion plan, project reporting plan, schedule and cost estimate and project reporting cost estimate.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter, the author will describe the profile of project activities and reports on the implementation of project activities which include project preparation, project implementation, project completion, project reporting, and financial reports on project.

CHAPTER 5 : CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the results of writing in the previous chapters which are written in the conclusion as well as suggestions for improvement in the place of writing.