

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In the digital era, technology has now become a necessity for every agency, both private and government. Expertise in utilizing technology is now an absolute necessity for almost every implementer and player in the fields of education, offices and industry. Utilizing technology apart from making storage easier will also speed up service. In community service activities, MSMEs are still not utilizing their full potential in operationalizing application programs, especially Canva. Using the Canva application can make it easier for individuals and organizations to sell photo collections, logos and various types. Human resources are usually symbolized by human capital, human energy, or human power. Resources are also known as sources of human energy, abilities, enthusiasm and expertise. Given the continuous evolution of technology and the increasing complexity of the world, individuals are driven to update their skills periodically to align with the capacity to adapt to these changes. Basically, humans have innate potential and abilities which can ideally be developed through continuous and continuous refinement and development. Building a career represents one of the developmental milestones that individuals face in their lives, requiring continuous improvement of their skills to build and advance their professional journey or position. On the other hand, an organization will progress and develop if members have high quality and effective resources.

Workers within an organization exhibit varied skills, discernible based on the specific sectors or divisions they inhabit. Advancements in technology and science necessitate organizations to be progressively attentive in enhancing the quality of their available resources. It is typical for individuals in certain positions within an organization, whether they are human resources or employees, to possess skills that fulfill the necessary criteria. Consequently, in addressing this phenomenon, the organization must take subsequent steps as an endeavor to ensure that the skills of its employees remain dynamic rather than static, evolving

continuously. One of them is through employee training and development. This program represents the organizational initiative aimed at upholding stability in confronting global challenges and changes, particularly within the industrial or organizational sphere, ensuring sustained existence and ongoing operations.

Training and development are implemented to enhance the capabilities and knowledge of employees. Particularly in confronting novel circumstances, this pertains to careers and is anticipated as a strategy to address the obsolescence of human resources within the organization. As a means of meeting employees' requirements, specifically their urge for self-improvement (self-actualization), this will subsequently intertwine with the development of their careers within the organization.

Rapid technological developments require conditions to adapt to existing conditions. This is because we have entered an era of globalization where the level of progress is increasing with increasingly tight competition in all fields including sub-district operations themselves. Therefore, all people are expected to know and master Canva technology and applications so they can make optimal contributions. Globalization provides easy access to the transfer of various technologies in various areas of life in various countries.

When 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 make it difficult for village officials in particular and villages in general to keep up with economic developments, for example in the business sectors which are currently the mainstay. using the Canva application. In the current era, the need for technology is very high, this is because along with developments in time and technology, all work activities use applications as a work support tool.

Mastery of information and technology (IT) knowledge is a necessity in facing this era of globalization. According to Purwanto et al (2017) Technological progress is something that we cannot avoid in this life, because technological progress will run in accordance with scientific progress.

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 MSME level in villages is currently more focused on using the Canva program. This program is prioritized to increase Creativity, Social Media Engagement.

Most MSME personnel are not yet able to operate Canva well. This condition certainly has an impact on the less than optimal performance of village MSMEs in carrying out their duties. Regional development based on human resources (HR) is an approach that must be implemented to build regions that are strong socially and economically (Sulistyanto, 2017). Hidayatulloh (2019) states that quality humans have balanced spiritual emotional intelligence. Apart from that, quality human resources must also have knowledge, skills and abilities in solving existing problems. Human resource development is one of the main HRM functions which not only consists of training and development, but also individual career planning and development activities, organizational development, as well as performance management and assessment. Training is designed to provide a number of knowledge and skills necessary for the work carried out by a person in supporting personal and organizational performance.

Bengkalis is Bengkalis Regency which is one of the provinces of Riau. The Bengkalis Regency Government is faced with many challenges and obstacles as a result of an increasingly critical and forward-thinking society. The increasing number of residents with various educational backgrounds, social statuses and professions means that the form of government services in the village will become increasingly complex. In carrying out service activities to the community, Bengkalis MSMEs are still not utilizing their potential optimally in operationalizing the Canva application.

The use of applications in MSME activities in Bengkalis Regency is currently not very optimal, especially in making logos, banners, video intros and business cards. This ultimately resulted in obstacles in implementing the work program of MSME organizations in Bengkalis. Seeing the problems that occur, a bridge is needed to facilitate the people of Bengkalis to be more advanced in the

field of information technology and applications. So the Community Service Program implementation team carried out the activity "WORKSHOP ON DEVELOPING HUMAN RESOURCE CAPABILITY THROUGH CANVA TRAINING TO INCREASE DIGITAL PROMOTION OF MSMEs IN BENGKALIS" as a form of our concern for these MSMEs, especially in Bengkalis.

## **1.2 Identify the project**

This workshop discusses how to maintain, serve and maintain good relations with the community with the aim of describing the application of human resource management which focuses on the training and development process of human resources. Community service activities in the form of counseling on how participants can develop skills in accordance with technological changes, so that work can be completed more quickly and effectively, Participants can increase the morale of all workers in the organization with higher organizational commitment, Participants can prepare competent employees to faster entry to senior level (promotion). The activity was carried out at the Bantan Tua Village Hall. The public is aware of the importance of technological change, this is evidenced by the completion of work more quickly and efficiently and high work morale.

Based on the background explanation above, the identification of project problems that will be discussed is as follows: Seminar on the importance of good relations with the community for developing and improving sophisticated technology.

## **1.3 Purpose Of The Project**

### **1.3.1 General goal of the project**

The general objective of this project is to improve the performance of Micro, Small and Medium Enterprises (MSMEs) in Bengkalis by developing human resource capabilities through Canva training. This project aims to provide the understanding, skills and knowledge needed by MSMEs to optimize the use of Canva as a tool for creating attractive and professional graphic designs.

### **1.3.2 Project Specific Objectives**

The specific objectives of this project are as follows:

1. Increase understanding and knowledge of MSMEs in Bengkalis about the importance of quality graphic design in promoting their products and services.
2. Develop MSME skills in using Canva as a tool to create creative graphic designs that suit market needs.
3. Improve MSMEs' skills in selecting and combining effective design elements, such as color, typography, and visual composition, to increase the visual appeal of their products and services.
4. Increase MSME awareness about the importance of consistent branding and visual identity to build a strong image and differentiate themselves from competitors.
5. Encourage MSMEs to implement quality graphic design in their marketing strategies, including on social media and other online platforms, to increase their visibility and competitiveness in local and regional markets.

### **1.4 Benefits of project research**

The benefits to be achieved in research on developing HR capabilities through Canva training to increase digital promotion of MSMEs are as follows:

#### **1. For Institutions**

This research can be used by government agencies to improve the quality of human resources in Bengkalis, especially for Micro, Small and Medium Enterprises (MSMEs). Canva training will provide powerful graphic design skills to MSMEs, enabling them to create attractive and professional visual content.

#### **2. For Society**

This research can provide information to the public regarding design use policies.

#### **3. For writers**

- a) This research can increase knowledge regarding Canva application training itself.

- b) As a tool to build knowledge and facilitate learning and add insight and experience for writers.
- c) As reference or comparison material for further research related to this research.

### **1.5 Place and time of project implementation**

The final project location that has been determined is offline and will be implemented in the Bantan Tua village office hall, Bengkalis district. Held on Saturday, 28 October 2023.

### **1.6 Writing system**

The systematic writing of this research is to briefly explain the planned content of the sections in the thesis report which is structured as follows:

#### **CHAPTER I :INTRODUCTION**

This chapter describes the project background, project identification, project goals and benefits, project duration and time, as well as the systematics of writing project reports in the thesis.

#### **CHAPTER II :LITERATURE REVIEW**

This chapter outlines the literature review and explanation of the supporting theoretical basis related to the research topic which will be used as a reference in discussing the problem.

#### **CHAPTER III:ACHIEVEMENT METHODS AND PROCESSES**

This chapter explains the project implementation diagram, then continues with the implementation plan and implementation process, implementation plan, and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, to the estimated cost of the thesis.

#### **CHAPTER IV:RESULTS AND DISCUSSION**

The author will explain 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 the implementation of project activities.

#### **CHAPTER V:CLOSING**

This chapter contains a summary of the results of the writing in the previous chapter which is included in the conclusion and suggestions for improvement at the author's place.

#### **REFERENCE**

#### **ATTACHMENT**

#### **WRITER BIOGRAPHY**