

ENHANCING DIGITAL PROMOTION SKILLS FOR HOME-BASED ENTREPRENEURS THROUGH CANVA AND INSTAGRAM TRAINING: A COMMUNITY SERVICE PROGRAM IN PARUNG PANJANG

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ABSTRACT

This community service program was conducted to enhance the digital marketing skills of home-based entrepreneurs in The River Housing Complex, Parung Panjang. The program was attended by 25 participants and implemented through short lectures, demonstrations, hands-on practice, and discussions. Evaluation was carried out using a five-point Likert scale questionnaire with seven statements related to participant satisfaction. The results showed that the majority of participants agreed or strongly agreed with almost all aspects of the training, particularly regarding the relevance of the material (84%), the trainers' mastery of the content (90%), and the usefulness of the hands-on practice (85%). However, the adequacy of training time received relatively lower ratings, with around 15% of respondents expressing partial disagreement. Overall, the average score indicating a high level of satisfaction. In addition, participants were able to produce Canva-based promotional materials and publish them through Instagram, demonstrating practical improvements in their digital promotion skills. These findings suggest that the training was effective in enhancing both the motivation and the capability of participants to utilize digital design and social media as tools for promoting their micro-enterprises.

Keywords: Canva, Community Service, Digital Marketing, Instagram, Home-based Entrepreneurs.

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are acknowledged as a backbone of local and national economies because of their significant role in job creation, income generation, and strengthening community resilience. It's play an important role in Indonesia's economic growth, particularly in job creation and household empowerment that contributes to family income (Wati et al., 2024). However, despite this importance, many MSMEs in Indonesia continue to struggle in adopting digital technology for branding and marketing. Most of them still rely on conventional promotion methods such as word-of-mouth or participating in local exhibitions, which limits their ability to expand market reach and sustain competitiveness in the digital era. In fact, only around 13% of the 64 million MSMEs in Indonesia have adopted digital technology, showing that digital transformation remains a major challenge despite its crucial role in realizing inclusive economic independence in the Industry 4.0 era (Dewi et al., 2023).

One of the accessible solutions to bridge this gap is the use of graphic design tools such as Canva. Canva is a web-based design application launched in 2013 that offers thousands of templates, fonts, and design elements, enabling even beginners to create professional-quality content. By 2025, Canva had reached 220+ million monthly active users across 190 countries, highlighting its popularity as a democratized design tool for education, business, and community development (Canva, 2025). Research has shown that Canva-based training programs significantly improve creativity, confidence, and digital literacy in both education and entrepreneurship contexts (Dasiyem et al., 2024; Sama' et al., 2022). In addition, Usman et al. (2023) emphasize that Canva can also be used to develop integrated language skills teaching materials based on local wisdom, where 82% of teachers expressed positive perceptions of Canva and 85% found it easy to use. This demonstrates that Canva not only enhances design skills but also contributes to cultural-based learning media, strengthening its relevance as a community empowerment tool beyond formal education.

Meanwhile, social media platforms such as Instagram have become essential channels for product promotion. Launched in 2010 and now part of Meta, Instagram reached more than 2.3 billion monthly active users worldwide by January 2025, with Indonesia ranked among the top five countries in user numbers (Statista, 2025). Its business account features such as insights, audience analytics, and promotional tools-make it highly relevant for MSMEs to build brand identity, reach wider markets, and engage directly with customers (Werdingingsih et al., 2025). A growing number of community service programs have demonstrated the effectiveness of Canva in different contexts. In Depok, Laksono et al. (2025) found that MSME owners significantly improved their skills and enthusiasm for digital marketing after Canva training, confirming Canva's usability for entrepreneurial content creation. In Banyuwangi, Werdingingsih et al. (2025) showed that MSMEs integrating Canva, Instagram, and AI-based content creation tools achieved a 97.48% satisfaction rate. Similarly, Abdullah et al. (2025) reported that more than 80% of culinary MSMEs in Bekasi successfully produced and uploaded digital promotional content after training on Instagram and TikTok.

Beyond the entrepreneurial sector, Norfaujiah et al. (2025) highlighted that training at SDN 1 Menteng Palangka Raya using Canva and Wordwall improved digital literacy, enabled students and prospective teachers to design interactive teaching materials, and fostered sustainable digital competencies. These findings confirm that Canva can be adapted effectively across different community empowerment initiatives, from education to entrepreneurship.

Despite these opportunities, many home-based entrepreneurs in Indonesia, including those in The River Housing Complex, Parung Panjang, remain underutilizing digital marketing. Most still depend on traditional promotion, lack exposure to digital design, and have limited knowledge of social media strategies. This gap creates an urgent need for structured training and mentoring. To address these issues, Universitas Budi Luhur and Universitas Ichsan Satya organized a community service program focusing on product photography, Canva-based digital design, and Instagram business promotion. The program was attended by 25 participants, combining lectures, demonstrations, hands-on practice, and evaluation. The initiative not only sought to improve participants' technical capacity but also aimed to motivate them to adopt digital tools as part of their long-term business strategy. This program underscores the important role of higher education institutions in bridging digital literacy gaps and empowering local entrepreneurs to adapt to the demands of the digital economy.

2. METHOD

This methodology was structured systematically to ensure that the training could be carried out effectively and in line with its objectives. There were eight main stages implemented, namely as follows:

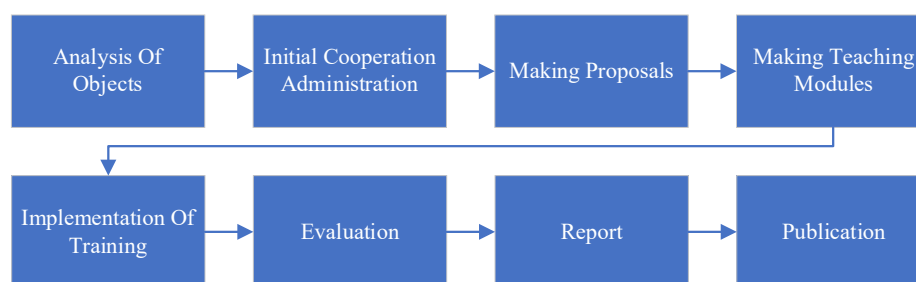


Figure 1. Stages Of Activities For The Community Service

Based on Figure 1 above, the stages of the community service activity can be described as follows:

1) Object Analysis of Community Service

The initial stage was carried out by identifying the problems faced by MSME actors in The River Parung Panjang residential area. The analysis covered participants' needs in improving digital promotion skills, the obstacles they encountered, and the potential for business development. The results of this analysis served as the basis for designing relevant and well-targeted training materials.

2) Cooperation Administration

At this stage, coordination was carried out with the local community leaders, such as the neighbourhood (RT) and community (RW) heads, as well as resident representatives who became participants. Cooperation administration included preparing request letters, activity approval, and role distribution between the implementation team and partners. This step was important to ensure that the activity received full support from the community.

3) Proposal Preparation

After obtaining a cooperation agreement, the implementation team prepared a proposal as an official planning document. The proposal included background, objectives, targets, methods, implementation schedule, and agenda. It also served as a written guideline for the implementation of the activity as well as the basis for the final report.

4) Module Development

Training modules were prepared to help participants understand the material. The modules contained an introduction to Canva, guidelines for creating promotional designs, steps for creating an Instagram business account, and effective publication strategies. With the modules, participants could review the materials after the training, ensuring a sustainable impact.

5) Training Implementation

The core stage of the activity was carried out through short lectures, demonstrations, hands-on practice, and interactive discussions. Participants were given the opportunity to design promotional materials using Canva and directly publish them on Instagram. Resource persons from Universitas Budi Luhur provided intensive guidance to ensure the skills taught were well mastered.

6) Evaluation

Evaluation was conducted to assess the success of the training. The instrument used was a questionnaire with a five-point Likert scale to measure participant satisfaction with the materials, methods, speakers, time, and benefits of the training. The evaluation results showed that the majority of participants gave positive responses, indicating that the training was effective.

7) Report Preparation

After the activity, the implementation team compiled a final report containing a summary of the implementation, documentation, evaluation results, and conclusions. This report served as an accountability document to partners and institutions, as well as a reference for improving future activities.

8) Publication

The final stage was the publication of the results in the form of a scientific article or community service journal. The purpose of this publication was to disseminate experiences, methods, and outcomes so that they could serve as references for others wishing to carry out similar activities. In addition, the publication was a form of academic contribution in supporting MSME development through a scientific approach.

3. RESULTS AND DISCUSSION

The training evaluation was carried out through a questionnaire to measure satisfaction and gather feedback on the materials, methods, and benefits of the activity. The results of participant satisfaction measurements were then analysed descriptively and presented in graphical form.

Training Implementation Results

The training activity on utilizing the Canva application for creating promotional materials and Instagram as a publication medium was successfully carried out and attended by 25 participants from The River Parung Panjang residential area. The participants consisted of home-based MSME actors engaged in various business fields such as culinary, fashion, and services. Throughout the activity, participants actively took part in each session, ranging from the introduction of the application, practicing design creation, to publishing promotional content on Instagram.

Participant Satisfaction Evaluation Results

The evaluation was conducted using a questionnaire with seven main questions covering aspects such as material relevance, clarity of delivery, adequacy of time, benefits of practice, speaker's mastery, motivation gained, and overall satisfaction. The data analysis results show that most participants were satisfied with this activity.

In general, respondents who selected the categories Strongly Agree (SA) and Agree (A) dominated the evaluation results with percentages exceeding 70% for each indicator. This indicates that the training successfully provided a positive learning experience. The distribution of responses can be described as follows:

- 1) Relevance of training materials: The majority of respondents considered the materials highly relevant to their needs, with Strongly Agree (SA) and Agree (A) responses reaching more than 80%.
- 2) Clarity of delivery by the speaker: More than 75% of respondents selected SS and S, indicating that the delivery method was well understood.
- 3) Adequacy of training time: Although most participants were satisfied, around 15% felt that the time was still insufficient for more in-depth practice.
- 4) Usefulness of practice sessions: Respondents rated the practice sessions as very helpful, with SA and A responses exceeding 85%.
- 5) Speaker's mastery of the material: Approximately 90% of respondents selected SA and A, indicating that the speaker demonstrated strong mastery of the topic.
- 6) Motivation gained by participants: The majority of participants reported being more motivated to develop their businesses through digital promotion strategies.
- 7) Overall satisfaction: The results showed that more than 80% of respondents felt satisfied and very satisfied with this training activity.

Documentation of Community Service Activities

The documentation of the training activities shows the enthusiasm of participants in attending each session. In Figure 2, the speaker is presenting material on the use of the Canva application for creating product promotional designs. The participants were actively listening and taking notes on the key points delivered.



Figure 2. The Speaker was Delivering the Material

In Figure 3, a snapshot moment of product photography practice conducted directly by the participants is captured. The photos were then processed using the Canva application to create engaging digital promotional materials. Subsequently, the design outputs were published through each participant's Instagram account as part of the digital promotion strategy practice.



Figure 3. Product Photography Practice

In Figure 4, the speaker is giving best practices of using the aforementioned technology in real world usages based on personal knowledge.



Figure 4. Best Practices Sharing Session

Discussion

The evaluation results indicate that this training has successfully improved participants' knowledge and skills in creating digital promotional materials. This aligns with the needs of MSMEs to optimize social media as a marketing tool. The success of the training was also supported by the selection of Canva, an application that is simple and easy to operate, allowing participants to directly practice creating promotional designs even though most of them did not have a background in graphic design.

In addition, the use of Instagram as a publication medium proved relevant since most participants already had social media accounts. With new insights into publication strategies, participants can leverage Instagram to expand the marketing reach of their products. These findings reinforce that digitalization of promotion is an essential step in MSME development in the modern era.

However, in terms of time allocation, some participants felt that the practice sessions needed to be extended so they could explore more features. This serves as an important note for future activities to ensure the benefits gained are further optimized.

The following are the evaluation results of the community service activity based on the questionnaire responses from 25 participants.

- 1) The training materials are aligned with the needs of my business.

36% of the participants stated strongly agree, 36% agree, and 28% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 5 on the left side.

- 2) The delivery of the material by the speaker was clear and easy to understand.

44% of the participants stated strongly agree, 48% agree, and 8% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 5 on the right side.

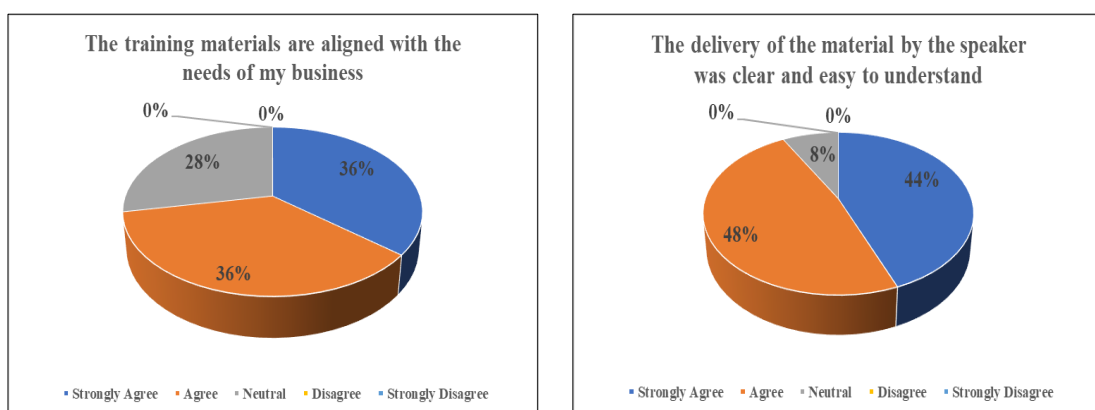


Figure 5: Survey results: The training materials are aligned with the needs of my business (left) and The delivery of the material by the speaker was clear and easy to understand (right).

- 3) The training schedule was appropriate and sufficient to understand the material.

24% of the participants stated strongly agree, 52% agree, and 24% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 6 on the left side.

- 4) The facilitation of Canva and Instagram practice was beneficial for the development of my business.

44% of the participants stated strongly agree and 56% agree, while neutral, disagree, and strongly disagree were 0%. The details are presented in Figure 6 on the right side.

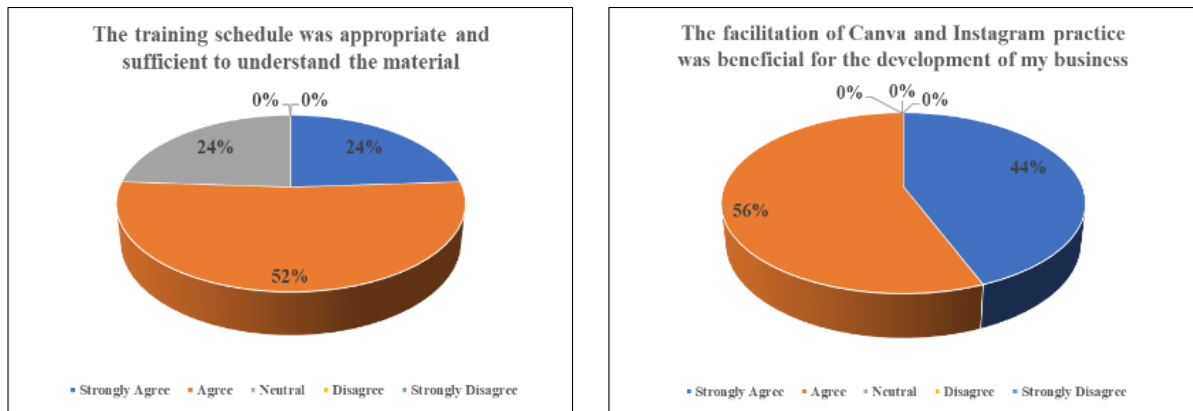


Figure 6 Survey results: The training schedule was appropriate and sufficient to understand the material (left) and The facilitation of Canva and Instagram practice was beneficial for the development of my business (right).

- 5) The speaker demonstrated a strong command of the training material.

56% of the participants stated strongly agree, 28% agree, and 16% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 7 on the left side.

- 6) This training has increased my motivation to promote products digitally.

40% of the participants stated strongly agree, 48% agree, and 12% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 7 on the right side.

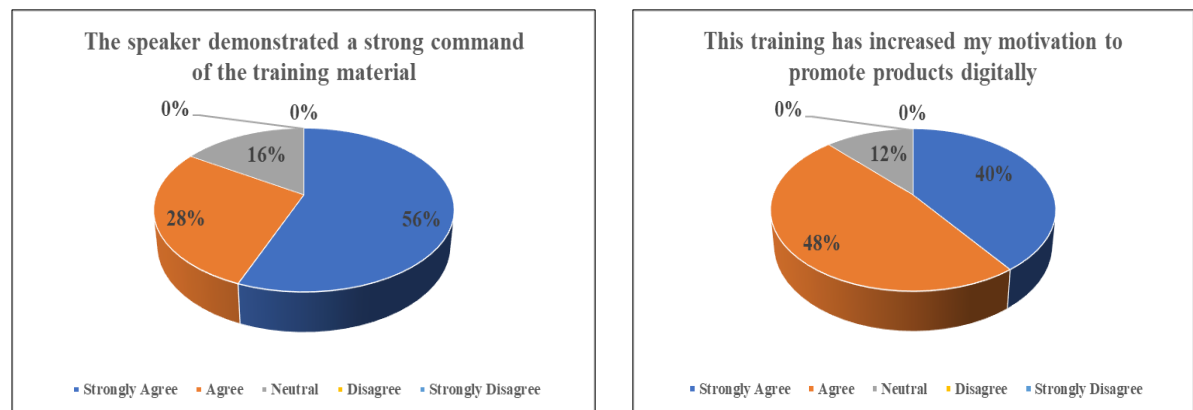


Figure 7: Survey results: The speaker demonstrated a strong command of the training material (left) and This training has increased my motivation to promote products digitally (right).

- 7) Overall, I am satisfied with the implementation of this training.

48% of the participants stated strongly agree, 40% agree, and 12% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 8 below.

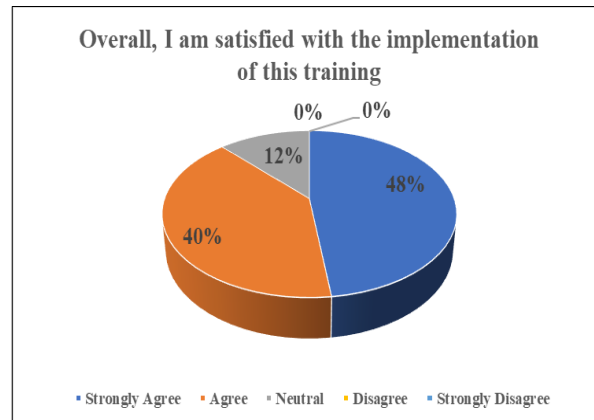


Figure 8: Survey results: Overall, I am satisfied with the implementation of this training

Overall, this training has made a positive contribution to enhancing the capacity of MSMEs in utilizing digital technology, while also supporting community empowerment efforts through a sustainable service program.

4. CONCLUSION AND RECOMMENDATIONS

This community service program successfully enhanced the digital marketing capacity of home-based entrepreneurs in The River Housing Complex, Parung Panjang. A total of 25 participants attended the training, which combined short lectures, demonstrations, hands-on practice, and discussions. Based on the questionnaire results, the program received highly positive evaluations. The majority of participants agreed or strongly agreed on almost all aspects, particularly regarding the relevance of the material (84%), the trainers' mastery of the content (90%), and the usefulness of the hands-on practice (85%). However, the adequacy of training time was rated lower, with around 15% of respondents expressing partial disagreement. In addition, participants were able to design promotional materials using Canva and publish them on Instagram, demonstrating tangible improvements in their digital promotion skills.

To strengthen the program's impact, future activities should allocate more time for practical sessions so that participants can explore Canva's features more thoroughly. Continuous mentoring and follow-up sessions are also recommended to ensure participants consistently apply the acquired skills in their businesses. Furthermore, the program can be expanded to reach broader community groups and integrated with other digital commerce platforms beyond Instagram, such as online marketplaces, to maximize business opportunities. These improvements will enhance the sustainability and long-term benefits of similar initiatives in empowering local entrepreneurs and strengthening community resilience in the digital economy era.

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