

## Digital Literacy Training: Canva Application in Strengthening Women's Entrepreneurship in Ngenep Village Karangploso District Malang Regency

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### Volume

5

### Issue

1

### Edition

May

### Page

157-164

### Year

2024

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### Article History

Submission: 30-10-2022

Review: 10-08-2023

Accepted: 22-11-2023

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### Keyword

MSMEs;  
Women Entrepreneurs;  
Digital Training;

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### How to cite

Savitri, I. D., Khotimah, S. K., Rusmawati, R. (2024). Digital Literacy Training: Canva Application in Strengthening Women's Entrepreneurship in Ngenep Village Karangploso District Malang Regency. *Jurnal Pengabdian Masyarakat*, Volume 5(1), 157-164  
<https://doi.org/10.32815/jpm.v5i1.1386>

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### Abstract

**Purpose:** This study aimed to address the impact of Covid-19 and government policies on women's creativity and entrepreneurship in Ngenep Village, Karangploso, Malang Regency. Specifically, it focused on enhancing digital literacy through Canva application training to support women entrepreneurs in promoting their products effectively.

**Method:** The study employed a community-based approach, conducting training sessions on digital literacy utilizing Canva. Data on participants' competence and subsequent sales were collected and analyzed to measure the effectiveness of the training.

**Practical Applications:** The findings underscore the importance of digital literacy in empowering women entrepreneurs, particularly during crises like the Covid-19 pandemic. The training equips them with practical skills to promote their products, thereby enhancing their economic resilience and contributing to community development.

**Conclusion:** The research highlights the pivotal role of digital literacy training, using tools like Canva, in supporting women's entrepreneurship in rural areas. By improving promotional capabilities, women entrepreneurs in Ngenep Village can potentially increase sales and positively impact their communities' economic well-being.



## Introduction

The Covid-19 pandemic, which has lasted for 2 years, has had both negative and positive impacts on the lives of Indonesian society. Negative impacts in terms of health and socio-economic aspects have been felt by almost all layers of society without exception. However according to (Nasution et al., 2020; Rahman et al., 2021; Rosita, 2020), the Covid-19 pandemic also needs to be viewed from a positive perspective, some of which are (1) the occurrence of a revolution in the economic sector which includes patterns of production, consumption, and distribution of goods and services, (2) the increasing utilization of information technology which has rapidly increased due to the revolution in patterns of production, consumption, and distribution of goods and services.

Changes in the pattern of distribution and consumption of goods and services during the Covid-19 pandemic are reflected in the daily lives of the people in the village of Ngenep, Karangploso District, Malang Regency. Observations regarding these changes are particularly evident among women. Throughout the pandemic period with policies limiting social and economic activities of the community, the number of women in the village of Ngenep running small businesses from their homes has increased due to the increasing market demand and the development of information technology and the internet. Previously, buying and selling goods and services such as food, clothing, household appliances, and delivery services were mostly done through conventional stores. However, since the pandemic has restricted people's movement to leave their homes, the pattern of distribution and consumption is mostly done through digital messaging platforms (such as WhatsApp groups of residents) in the Ngenep village environment or through social media like Instagram and Facebook. In digital platforms, sellers promote their goods and services by sharing photos of their products.

(Lukito et al., 2023; Oktaviani & Pratiwi, 2022) stated that digital platforms enable businesses to reach a global audience without geographical limitations. This provides an opportunity to expand market share and build relationships with customers across the globe. Through sophisticated analytics and algorithms, digital platforms allow advertisers to target their ads with high precision. This enables businesses to tailor their messages to the right audience at the right time, enhancing the effectiveness of their promotions (Chandra, 2023; Safitri et al., 2024). Social media and other digital platforms provide opportunities for customers to interact directly with brands. This fosters deeper engagement and allows businesses to build closer relationships with their customers. One of the major advantages of digital platforms is their ability to measure and analyze the performance of promotional campaigns in detail. With data obtained from digital analytics, businesses can better understand their customers' behavior and make strategic adjustments to improve outcomes (Aldino, 2021; Hasyim, 2024). Compared to traditional media, digital platforms are often more affordable and provide higher returns on investment. This enables businesses with smaller marketing budgets to compete with larger ones in the digital landscape.

However, so far, based on observations and brief interviews with members of the PKK (Family Welfare Movement) team in Ngenep Village, the product photos shared by women who run small businesses are still very simple, lacking attention to design, illustration images, or representative advertising language due to their limited abilities in graphic design and photography. This is due to the lack of proficiency in the use of technology, information, and communication (digital literacy) among these women who run small home businesses. This fact is in line with the results of the Indonesia digital literacy index survey in 2020. According to [kominfo.go.id](http://kominfo.go.id), it is stated that nationally, the digital literacy index in Indonesia is still at a "moderate" level. Based on the survey, each sub-index obtained the following scores: Sub-index 1 Information and Data Literacy 3.17; Sub-index 2 Communication and Collaboration 3.38; Sub-index 3 Security 3.66, and Sub-index 4 Technology Skills 3.66 (Mariyani & Triyani, 2023).

Based on observations of this phenomenon, the Community Service team of the French Language and Literature Study Program at the Faculty of Humanities, University of

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Brawijaya, sees the need to provide knowledge and training in simple graphic design and product photography to these women entrepreneurs. Considering that these women need simple and practical graphic design skills, the team plans to introduce the Canva application as a medium for creating product photos for promotion as it is a ready-to-use application and provides various attractive design templates. The team then designed an activity entitled "Digital Literacy Training: Utilizing the Canva Application in Strengthening Entrepreneurship for Women in Ngenep Village, Karangploso District, Malang Regency."

### Method

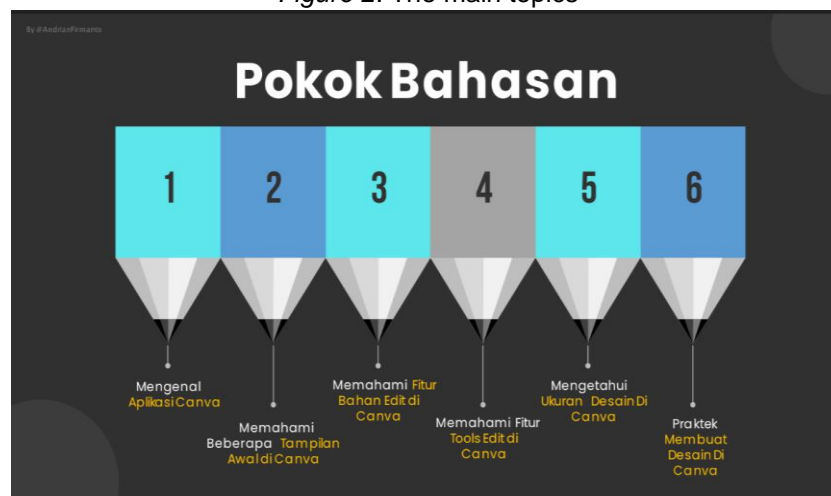
This community service activity will be held in a hybrid manner, approximately 75% online and 25% offline, which includes preparation, approaching target groups, discussions with the team regarding workshop-related activities, and mentoring. Online activities include the workshop itself and mentoring on graphic design using the CANVA platform for women entrepreneurs. The activity will begin with the distribution of posters and registration through a Google form in three neighborhoods in Ngenep Village, Karangploso District, Malang Regency. The main target is women entrepreneurs. Training activities will be conducted online. Participants will receive mobile credit and e-certificates. Participants will then practice graphic design training through the CANVA platform with guidance from students. To encourage enthusiasm and foster competitiveness, the best designs will receive special rewards and e-certificates.

Considering the training and mentoring time required to create beautiful and attractive CANVA graphic works, which can be used as promotional tools for women entrepreneurs in Ngenep Village, Karangploso, this Community Service activity is planned to last for nine months. During the first two months, the team will focus on brainstorming ideas, offering forms of workshops/mentoring on graphic design through CANVA, and proposing funding. The next three months will be dedicated to the implementation of activities, followed by evaluation and the writing of community service reports and outputs. The materials presented in this Community Service activity are as follows:

Figure 1. Presented materials.



Figure 2. The main topics



## Result

Based on the details reported in the Progress Report, the following are the follow-up actions in the form of implementing Community Service activities, which involve some adjustments due to situational changes. In response to these situational changes, the Community Service Team took solutive steps for the success of the activities:

### 1. Community Service Team, Speakers, Training Schedule

Conducted a series of intensive discussions among the members of the Community Service Team both online and offline, with agendas including: a/ selection of student members with qualifications: possessing advanced knowledge, skills, and experience in operating the Canva application with its various features; having the ability to communicate interactively and politely both verbally and in writing (chat) with the public, which will be greatly needed when students mentor participants during the practice of creating posters; having a good team spirit. b/ selection of speakers, which at this stage was decided to invite professional speakers with published works. This is intended to provide tested material from a speaker who is an expert in the field of digital marketing and has produced various widely published works. c/ determining the appropriate time for the workshop. An important consideration in determining the time (day and hour) is the busy schedule of potential participants, as mentioned in the Target Audience section, who are married women with daily routines as the main engine of a family. Therefore, discussions need to be held after communicating with the Chairperson of RW/PKK who knows the residents and their activities well.

Additional student members were needed because two selected student members suddenly had to undergo quarantine due to preparation for competitions and their participation in the Marching Band UKM activities. Thus, the Team selected two more student members to assist and mentor participants during the practice of newly taught materials. Participants were greatly helped by the presence of students in imparting knowledge on digital poster creation with an entrepreneurship theme. b/ Adrian Firmanto, as a speaker, is a professional who has shared his knowledge at the Vocational Faculty of UB and has been a speaker in various graphic design seminars. Adrian provided interesting and interactive material on the use of various features in the Canva application, starting from the introduction of the Canva application and then proceeding with downloading the application on each participant's device (for those who did not have it). Throughout the presentation, participants enthusiastically practiced creating posters on their own devices. c/ The training schedule was determined based on discussions with Mrs. Agus (the head of RT 3 and also the venue

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provider) and the participating residents. The weekend was chosen because it is a day off for working residents, and residents usually spend Saturday mornings at home, making it an ideal choice.

## 2. Discussion with Speakers

Conducting discussions with speakers regarding the material to be presented. To ensure that the material from the speaker during the training aligns with expectations, the Community Service Team first provides information on the theme and title of the event, the purpose of the workshop, the prospective participants, discusses the timing of the training by coordinating with the speaker's availability and the participants' schedule, informs that the training will be conducted online, and discusses how the training process should be organized as there will be mentoring on graphic design for the participants by students. This discussion with the speaker needs to be conducted to ensure that the training and mentoring process runs smoothly. The discussion was held online on Tuesday, October 4, 2022, smoothly and communicatively. This success is attributed to the speaker's highly professional and accommodating attitude.

## 3. Publication of Registration Posters

Below is the poster used as a medium for publicizing this event.



## 4. Support Equipment from the Faculty for Training Implementation

Coordinate with the PSIK Faculty team regarding network support. As previously informed, the entire event is conducted in a hybrid manner, with 75% online and 25% offline. Especially during the online training and mentoring/workshop sessions. The organizing team, consisting of lecturers and students, will be in the French Language and Literature Study Program room, 3rd floor, Building A, FIB UB, to oversee the training. Likewise, during the students' mentoring of participants during the workshop, they will be in the program room. Additionally, we offer the speakers the option to conduct the training online from the French Language and Literature Study Program. Therefore, coordination with the PSIK FIB regarding network support is necessary to ensure smooth online activities. We also coordinate regarding the Zoom

links for these activities.

The training sessions will not be conducted online, so network support from PSIK is not required. However, the Community Service Team still requires equipment support from the faculty, namely: an LCD projector and screen provided by the General Affairs Subdivision. All equipment functions properly with straightforward operation, ensuring that the entire training process runs smoothly without technical issues. The training session was held on October 6, 2022, from 10:00 AM to 12:00 PM.

Training Venue: Mrs. Agus's Residence (RT 3 Head) Tirta Tiara Block A3 No. 17-18. Tirtasani. Ngenep. Karangploso. Malang Regency. Number of Participants: 31 people (with several absentees).

## 5. Participant Feedback as Activity Evaluation

After the training session concluded, a feedback questionnaire for participants was distributed online using the Google Form platform, with the following results:

- a. 80% answered that the workshop was conducted on time.
- b. 100% answered that the organizers conducted the workshop well.
- c. 80% answered that the material provided was beneficial.
- d. 100% answered that the material was clearly delivered by the speaker.
- e. 100% answered that the speaker's professional background was relevant enough.
- f. 60% answered that the provided material could be easily practiced.
- g. 100% answered that the material was relevant to what the participants needed regarding entrepreneurship support activities.
- h. 60% answered that the competition was held and yielded results according to the participants' expectations.
- i. 80% answered that the competition reward was attractive and motivating for participants.
- j. 100% answered that they obtained information from the WhatsApp group.
- k. Participants suggested organizing similar, more engaging training sessions (e.g., online marketing) regularly, ensuring they start earlier in the day to allow for longer training durations.

## Discussion

The implementation of the Community Service activity outlined in the provided text demonstrates a comprehensive and thoughtful approach to addressing digital literacy and entrepreneurship among women in Ngenep Village, Karangploso District. The meticulous planning and execution, including discussions with speakers, publication of registration posters, and coordination with the faculty for support equipment, reflect a commitment to ensuring the success and effectiveness of the initiative. The hybrid format of the training, combining both online and offline components, was a strategic decision to accommodate the diverse needs and schedules of participants while leveraging the advantages of digital platforms for wider reach and engagement.

Furthermore, the participant feedback and evaluation provide valuable insights into the impact and relevance of the activity. The high levels of satisfaction expressed by participants regarding the workshop's organization, the clarity of the material, and the relevance to their needs indicate that the objectives of the activity were largely met. However, the feedback also highlights areas for improvement, such as the desire for more frequent and engaging training sessions. This underscores the importance of ongoing dialogue and responsiveness to community needs in the planning and implementation of future activities. Overall, the success of this Community Service initiative not only reflects the dedication and expertise of the organizing team but also signals the potential for continued collaboration and capacity-building efforts to support entrepreneurship and digital literacy in the community.

## Conclusion

Based on the obtained results, including the enthusiastic reactions of the participants during the training and the feedback provided after the event, it can be concluded that the Community Service activity conducted by the French Language and Literature Study Program Team ran well and successfully achieved its goals. The objective of the activity, as previously stated, was to improve digital literacy using the Canva application in creating product photos for promotion to strengthen the entrepreneurship of women involved in small businesses in Ngenep Village, Karangploso District, Malang Regency. Not all participants filled out the feedback form provided, but the opinions collected can represent the participants, some of whom directly shared posters of their work on their respective WhatsApp groups.

During the training session, there was also discussion about the continuation of cooperation between the French Language and Literature Study Program at UB and the residents of Tirtasani Royal Resort, Ngenep Village, Karangploso District, in the form of photography training to provide further support for women entrepreneurs' activities. Thus, this collaboration represents ongoing activities with benefits that can be felt more by the residents.

## Acknowledgements

The success of this Community Service initiative would not have been possible without the contributions and support of various individuals and organizations. We would like to express our sincere gratitude to the speakers who generously shared their expertise and knowledge during the training sessions, contributing to the enrichment of the participants' learning experience. Additionally, we extend our appreciation to the faculty and staff of the French Language and Literature Study Program at UB for their coordination and assistance in facilitating the training activities, as well as for providing the necessary equipment and logistical support.

We also acknowledge the invaluable feedback provided by the participants, which served as a guiding force in shaping the direction and effectiveness of the initiative. Their input and suggestions have been instrumental in identifying areas for improvement and future development, ensuring that subsequent iterations of the activity can better meet the needs and expectations of the community. Furthermore, we recognize the collaborative efforts of the local community, including the residents of Ngenep Village and the Tirtasani Royal Resort, whose engagement and participation have been essential in driving positive change and fostering sustainable development in the region.

Finally, we would like to express our gratitude to all those who have supported and contributed to this Community Service endeavor in any capacity. Your dedication and commitment to empowering women entrepreneurs and promoting digital literacy are deeply appreciated, and we look forward to continuing our collective efforts towards creating lasting impact and transformation in the community.

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