

Home industry development through digital marketing with canva application optimization

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Abstract

This study aims to determine the home industry development on marketing performance through digital marketing by optimizing the Canva application in Lubuk Nagodang Village, Kerinci Regency, Jambi. The population in this study is MSMEs in Lubuk Nagodang Village, Kerinci Jambi Regency. While the sample of this research is MSMEs who take part in home industry development training through digital marketing by optimizing the Canva application. The results of this study indicate that there is an increase in marketing performance and sales performance during the Covid-19 pandemic after marketing training through digital marketing by optimizing the Canva application. The usefulness of this research can theoretically be used as a reference for further researchers by developing models with the latest digital marketing applications. In addition, it can be practically implemented by MSMEs in running their business.

Keywords: *performance, digital marketing, canva, home industry*

INTRODUCTION

The Covid-19 pandemic has had economic, social and political implications in almost all countries, including Indonesia (Pakpahan, 2020; Susilawati, Falefi, & Purwoko, 2020). Being in a pandemic condition, society is faced with various dynamics. Especially when the government issued various policies to deal with the COVID-19 pandemic, all aspects of society experienced a very significant change. The implementation of lockdown is a policy carried out throughout the country (Mansur et al. 2021; Mansur et al. 2022). This policy has an impact on reducing public consumption, resulting in a decrease in production activities. These restrictions on community activities cause significant economic losses nationally (Hadiwardoyo, 2020). This condition is a serious challenge for micro, small and medium enterprises (MSMEs) and home industry.

There are 1,785 cooperatives and 163,713 MSME business affected by the Covid-19 pandemic in Indonesia. MSMEs affected by Covid-19 generally have businesses in the field of basic needs (Mansur et al. 2021; Mansur et al. 2022). The MSME sector most affected is MSMEs in the food and beverage or culinary business sector. Various efforts have been made by the government to overcome the problems faced by MSMEs (Junaidi et al. 2022). Some MSMEs received government assistance programs. In addition, the government also has a tax relief program for a period of six months. This is starting from April 2020 to September 2020. The government has also made a policy to relax and restructure MSME loan payments. In principle, the government is trying its best to eliminate the problems faced

by MSMEs (Junaidi et al. 2022). So that it is hoped that MSMEs will be able to get through difficult times as a result of the Covid-19 pandemic.

The rapid development of technology today is certainly a challenge for MSMEs to be able to continue to survive (Mansur et al. 2021; Mansur et al. 2022). The high flow of digital information and intense global competition (Afrizal et al. 2020; Hernando, 2020; Hernando, 2021; Hernando et al. 2022; Syofyan et al. 2021; Syofyan and Hernando, 2021) have given consumers the opportunity to choose what they want. If MSMEs do not improve themselves, they will be threatened with fierce competition in the digital world. One of the tight competition in the digital era is marketing. The marketing style itself has shifted from being conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products, prices and quality. And transactions are carried out only by holding the device through the internet network.

Currently, digital marketing based on social media has the potential to be developed (Tiago and Verissimo, 2014). This is evident from the online shopping user community who are more familiar with products that are promoted online than products without online promotion (Bala and Verma, 2018). Then the optimization of the Canva application can be used to provide added value to the products to be marketed with various options for editing photos and videos related to the products being marketed (Adriansyah et al. 2022). This is in line with the findings made by the researchers when conducting a survey in the field. Precisely in Lubuk Nagodang Village, Siulak District, Kerinci Regency. Where, in this village, there are dozens of Potato Dodol business actors who have become an icon for Lubuk Nagodang Village. However, the Covid-19 situation has had a considerable impact on home-based businesses of Potato Dodol in Lubuk Nagodang Village.

The results of a survey conducted by researchers on July 18, 2021 on several Dodol Potato business actors in Lubuk Nagodang Village stated that their product sales turnover had decreased. This is due to the implementation of the PSBB carried out by the government during the moments of Ramadan 2020 and Ramadan 2021. The decline in sales turnover was stated to be very significant compared to the previous year. This is because the product marketing process is done traditionally by placing the product in the shop window while waiting for consumers to come. In addition, potato dodol home businesses send their dodol potato products to several shops in Kerinci Regency as well as in Jambi Province and Outside Jambi Province. However, they only received income after the potato lunkhead was sold. Sometimes when the product is nearing the expiration period, the business actor does not even receive an income. This process certainly cannot be implemented during the relentless and prolonged Covid-19 pandemic. So that other strategies are needed to be able to promote the product so that it can be known by consumers (Neldawaty and Hernando, 2021). So that potato dodol home business actors in Lubuk Nagodang Village can continue to survive.

Moving on to the understanding above, in an effort to help home-based business actors Dodol Potatoes in Lubuk Nagodang Village, it is very important to immediately reorient the market from conventional ones to digital ones. Thus, it is hoped that the development of the potato dodol home-based business will be maintained with the availability of a wider market. One way is to use digital marketing and the optimization of the Canva app (Adriansyah et al. 2022; Akmaludin et al. 2021; Khomariah and Primandari, 2021; Sunarmo et al. 2021; Wulandari et al. 2021). However, it is necessary to understand and realize that the existing potato dodol business actors have limited human resource qualifications. For this reason, it

is necessary to improve the skills of potato dodol business actors so that they are able to access and develop digital marketing systems. For this reason, community service activities are very necessary.

It is hoped that this training activity for home business development through digital marketing using the Canva application in the community is part of the achievement of Jambi University's second mission, namely developing and disseminating science, technology and art through education, research and community service. Through training activities for home business development through digital marketing using the Canva application in this community, the results are the growth and development of MSME activities, especially potato dodol home businesses in Lubuk Nagodang Village, Siulak District, Kerinci Regency. This will certainly help the Jambi Provincial government in redeveloping MSME businesses after the Covid-19 pandemic.

Based on the background that has been stated, it can be formulated that the problem that occurred in Lubuk Nagodang Village was the declining sales turnover of potato dodol products during the Covid-19 pandemic. Because the location of the village which borders Jambi and West Sumatra is not crowded by public transportation, which has been the market for potato dodol home businesses. Then there is still a lack of understanding by the potato dodol home actors regarding digital marketing problems. So that it has an impact on decreasing the income of potato dodol home businesses in the Lubuk Nagodang Village. Therefore, it is necessary to provide supplies related to this so that the products produced can be reached by consumers online.

LITERATURE REVIEW

Kerinci Regency is an area that produces a lot of various agricultural products. The people of Lubuk Nagodang Village, Siulak Deras District, make various agricultural products as raw materials for home industries, for example agricultural products that are processed into dodol are potatoes which are processed into potato lunkhead. In recent years, people in Lubuk Nagodang Village have also tried to process turquoise eggplants to be used as ingredients for making dodol. The dodol business in Lubuk Nagodang Siulak started to open around 1994.

The problems that occur with this dodol product are the declining sales turnover during the Covid-19 pandemic and the unprepared resources for Dodol Potato home-based businesses to do digital marketing, including optimizing the Canva application for innovation and creativity in marketing potato dodol products to consumers. Where, so far, the market for potato dodol customers is mostly from public transport passengers on the Jambi-West Sumatra and Jambi-Riau cross lanes. So, in the era of the Covid-19 pandemic, there was a significant decline. In the current era of digitalization, marketing media can be done not only offline but can also be done online using digital marketing.

The local supporting factors that have the potential to accelerate the achievement of income from potato dodol products using digital marketing and optimizing the Canva application for home-based business actors in Lubuk Nagodang Village, Siulak District, Kerinci Regency during the Covid-19 pandemic are as follows: 1).The Kerinci District Health Office assists in the process of managing PIRT (Home Industry Food). 2).The MUI (Indonesian Ulama Council) institution can assist in managing or submitting registration for halal certification for potato dodol products. 3).Head of Lubuk Nagodang Village who

helped in grouping the promotion of the dodol product. 4).The people of Lubuk Nagodang Village who jointly develop businesses in a digital way. 5).Interested parties in this case such as delegations from universities in carrying out community service activities to encourage marketing and sales performance of potato dodol products

Performance

Performance is a measure of the results that have been pursued with the implemented strategy. Performance reflects the efforts of the management in managing the entity (Afrizal et al. 2020; Hernando, 2018; Putri et al. 2021). Performance can be divided into two parts, both in terms of financial performance and non-financial performance (Hernando, Abdurrahman and Prasetyo, 2020; Hernando, Prasetyo and Abdurrahman, 2020). This study looks at the performance of MSMEs from the aspect of product sales growth during the COVID-19 pandemic. Where it will be known how big the impact of participating in digital marketing training through the Canva application in the growth of sales of MSME potato dodol products in Lubuk Nagodang Village, Kerinci Regency, Jambi Province.

Digital marketing

Digital marketing is a process of product or service marketing activities using technology to get the attention of consumers. The benefits of digital marketing are felt when the environmental situation is full of uncertainty, such as the COVID-19 pandemic. Where the flow of goods and people is limited without face to face. Digital marketing technology has many benefits for MSME actors (Hadi and Zakiah, 2021; Hapsoro, et al. 2019; Naimah et al. 2020; Purwana et al. 2017; Sasongko et al. 2020; Sulaksono, 2020; Sunardi et al. 2020; Susanti, 2020; Syifa et al. 2021). With the presence of digital marketing, MSMEs do not need to spend money in the form of making or renting a shop. In addition, with digital marketing sales transactions can be carried out without direct face to face between the seller and the buyer. Final. The presence of digital marketing makes all activities of MSMEs more effective, efficient and economical.

Canva

Canva is an application that can be used only by holding a mobile device in hand with templates that have been provided for users in the fields of education, entrepreneurship and entities and others. The Canva application provides significant benefits for MSME actors during the COVID-19 pandemic (Arrosyad et al. 2021; Effendi et al. 2022; Fanreza and Shilvana, 2021; Justitia et al. 2021; Khasanah et al. 2020; Nalendra and Husna , 2021; Rustini et al. 2022). The templates provided by the Canva application make it very easy for MSMEs to market their products. These templates can be: advertising brochures, advertising pamphlets, business cards, CVs, posts on social media such as WhatsApp, Instagram, Twitter, and even Facebook. This Canva application is easy to use and free of charge (except for professional templates). Using the Canva application, apart from being able to be done on a mobile device, it can also be used for a desktop computer or PC. The templates provided by the Canva application are very good and can attract consumers' attention to the products that we will offer. It all depends on the skill of our hands polishing the Canva application itself.

Home industry

Home industry is a business activity in creating products and providing service facilities to consumers using personal capital and carried out independently. This type of

business falls into the category of sole proprietorship (Budihardjo, 2011; Niswonger and Reeve, 1999; Reeve and Niswonger, 2014; Silviani, 2020; Sutrisno, 2019; Utaminingsih, 2014; Winardi, 2015). Because, the home industry can be identified by the use of capital that is not large and is carried out by individuals who do it at home. The capital obtained can come from own capital or capital provided by creditors such as banks and other financial services. The organizational structure of the home industry is not as complex as the organizational structure of companies or firms. Workers in the home industry are usually individuals, families or even local neighbors. The purpose of this home industry is none other than to increase family income (Junaidi et al. 2022).

Product sales

MSME products from Lubuk Nagodang village are very diverse. However, potato dodol snack is a superior product that is processed by the local community. This product uses ingredients from local farmers. Potato dodol products have various flavors, ranging from original flavors; durian; chocolate; pandanus; pineapple; strawberries; palm sugar, Dutch eggplant; red bean to purple sweet potato flavor. Consumers really like this superior product from Lubuk Nagodang village. In addition to the various flavors of dodol, the dodol is also very soft and without preservatives and is made using super quality potatoes. This is what makes potato dodol products a mandatory souvenir for tourists visiting Kerinci Regency.

In the early stages, this business was part-time work of several community members and then managed in the Family Empowerment and Welfare group under the name Mandiri Karya Group or Kelompok Karya Mandiri (Apdelmi, 2018). This potato dodol product has been marketed and traded for a long time. The majority of products are sold by displaying a variety of products in the dodol potato shop window in Lubuk Nagodang Village. In addition, the products are also marketed by suppliers to Sungai Penuh City and Jambi City at souvenir shops and supermarkets. Currently, potato dodol products can be found at digital outlets such as Tokopedia, Shopee and others. However, these sales have not been as massive as traditional sales. So, potato dodol products have not reached consumers widely.

Potato Dodol production is the most engaged business in Lubuk Nagodang Village. This MSME is able to increase the income of the people of Lubuk Nagodang Village, Siulak District, Kerinci Regency. Although it is still not optimal, due to the discovery of several inhibiting factors. According to (Denita, et al. 2021) the inhibiting factors include: Limited budget from the Kerinci Regency Government, unequal distribution of education and training, product marketing that is still simple and limited around the production site. In addition, the tools for making Potato Dodol are still manual and simple, and the quality of human resources is still low which causes low innovation of Potato Dodol MSME products.

During the COVID-19 pandemic, there was a significant decline in sales of potato dodol products. Restrictions on goods and people imposed by the government during the pandemic have an impact on decreasing sales turnover. Dodol products sold in front of house outlets are deserted by visitors. This was confirmed by one of the potato dodol entrepreneurs in the village of Lubuk Nagodang, namely Mrs. Titik.

“No one ever bought our dodol in one day during covid. Because no one passes on this road other than local residents. Not to mention that the Jambi-West Sumatra border was closed so there were no minibuses, ankles or private cars that went down to buy”.

The COVID-19 pandemic that hit almost all over the world poses a challenge for potato dodol MSME entrepreneurs. The patience of entrepreneurs is tested when the capital that has

been issued is not proportional to the income earned by MSME entrepreneurs. As a result, many MSME entrepreneurs dodol potatoes lose money and take the initiative to reduce the volume of production where the demand for the products offered has decreased significantly.

Digital marketing training

The explanation regarding the declining sales turnover of potato lunkhead is true. Many potato lunkhead entrepreneurs complain about these uncertain conditions. Where, most of the residents are potato lunkhead entrepreneurs as the majority livelihood in Lubuk Nagodang Village. The policies given by the government during the pandemic were not optimal in boosting the sales performance of potato dodol SMEs. Priority was still given to the health sector, even though the national economic recovery program or Pemulihan Ekonomi Nasional (PEN) was implemented at that time (Marginingsih, 2021; Marlinah, 2021; Soleha, 2020; Widodo and Ardhiani, 2022; Zahro, 2021).

This incident became the first step for potato dodol SMEs business actors to change their product marketing strategy which was originally traditional to become more modern with digital marketing (Alshaketheep et al. 2020; Ketter and Avraham, 2021; Purba et al. 2021; Ratnasingam et al. 2021). It should be noted that the potato dodol SMEs entrepreneurs in Lubuk Nagodang Village have received training from cooperatives and related agencies. However, the training provided is not optimal. So it is necessary to carry out ongoing training to improve sales performance.

Digital marketing training by optimizing the Canva application is one of the training that needs to be done considering that this application is very easy to use and not as difficult as you think. The Canva application can be used only by using a mobile phone with an internet quota on the mobile phone. In addition, it needs a fairly high artistic power in presenting beautiful works and attracting consumers, of course.

The training was conducted at one of the houses of Dodol Potato entrepreneurs in Lubuk Nagodang Village with talented and talented youth resource persons, namely Idwar Okatili. Idwar, whose daily life is a student of the Management Study Program, Faculty of Economics and Business, Jambi University, is also a weekly photographer every weekend as a side job. In addition, Idwar was the chairman of the Cinema Jambi organization in the year it took place. The activeness and expertise in the arts was recognized and recruited by the Chair, namely Riski Hernando as a lecturer at the Accounting Study Program S1 Faculty of Economics and Business, Jambi University to join the digital marketing training program by maximizing the Canva application.

Before the training was carried out, the team first conducted a field survey by meeting the village head and asking for permission to be able to carry out the training in one of the residents' houses. When the permit is obtained from the Village Head, the team plans and coordinates to carry out the training while prioritizing health protocols. The village head and residents who had gathered were very enthusiastic about participating in digital marketing training using the Canva application. The training was opened by the team leader, Riski Hernando, by delivering the purpose and objectives of the training. Then continued with the presentation of the Canva application by creative teenager Idwar Okatili.

The training begins by introducing the participants to the Canva application. Then Idwar continued with a direct tutorial on using Canva on a mobile phone by downloading the Canva application. Participants were very enthusiastic about the introductions delivered by the presenters. Besides that, the next tutorial is followed by practicing the Canva application

directly. The atmosphere of the training is more interesting by trying the templates provided by the Canva application to be able to promote digitally which has not been thought of by the participants.

The Head of Lubuk Nagodang Village (Mrs. Marlana) said that:

“We have received training like this from the relevant agencies, however, this is the only training that I and several other colleagues are very enthusiastic about the material presented. Where, I not only listened but also directly practiced how to use each of the templates in the Canva application. Not only that, I just found out that this application really makes it easy for us as traders and entrepreneurs of potato dodol to be able to market digitally. The hope is that the team from Jambi University can come back to be able to provide training like this and maybe with new training”.

In line with what was conveyed by Mrs. Marlana as the Head of Lubuk Nagodang Village, Next Mrs. Titik as the host said that: “I know with this app. but I haven't optimized it for my product marketing. Just using it for my college assignments and as an application to post photos on social media only. With this application, I am more excited to be able to implement the knowledge gained so that my business and my parents' business can grow again”.

Furthermore, a discussion session was held where the participants were very enthusiastic and interested in asking the presenters and the presenters were happy to serve and answer questions from participants. In addition, the team from the Faculty of Economics and Business, Jambi University also provided and facilitated participants with lunch from Nayya Restaurant with a typical food menu from Kerinci. And ends with a group photo between participants and presenters.

Mrs. Titik's parents also advised that:

“We are very happy with the arrival of the team from Jambi University. We have learned a lot from this training and it is very useful for the business we are engaged in the midst of this covid-19 pandemic. Hopefully the team from Jambi University can come to our place again”.

The benefits of using the Canva application for entrepreneurs during the pandemic are greatly helped without having to spend money to promote their merchandise (Aprianti et al. 2022; Astina, 2022; Khasanah et al. 2020; Oribel et al. 2022). This needs to be supported by expertise in concocting or editing with templates provided by the Canva application itself. High imagination power and stunning artistic side will certainly affect the work produced.

The participants, who were mostly mothers of potato dodol entrepreneurs, were very enthusiastic and happy with the training carried out. With this application, it is very helpful to just sit in their shop while editing Canva using a mobile phone, they can provide information to their products to customers digitally through social media such as Whatsapp, FaceBook, Instagram, Twitter, Tiktok and so on. Because the Canva application provides templates for users to use such as brochures, stories, photo collages, facebook posts, posters (portrait), flyers (portraits), facebook covers, mobile videos, menus (portrait) and also business cards.

RESULTS AND DISCUSSIONS

Participants in this training amounted to approximately six participants who were potato dodol entrepreneurs in Lubuk Nagodang Village. Participants are gathered in one house to

receive training and 100% are women who live in Lubuk Nagodang Village. Potato dodol business is a business that supports the economy in Lubuk Nagodang Village. The following is a sample Demographic table:

Table 1. Demografic sample

No	Responden Information		Total	Percentage
1	Gender	Woman	Six	100%
2	Occupation	MSME	Six	100%
3	Domicile	Lubuk Nagodang Village	Six	100%
4	Religion	Moslem	Six	100%

Sources: Processed data 2021

Observations were made in depth to the participants who took part in the training. Where, the impact of this training is felt after one to three months later. Researchers conducted a survey again to potato dodol entrepreneurs in Lubuk Nagodang Village and obtained interviews that there was an increase in sales turnover of their products during the covid-19 pandemic. Even though their product sales turnover is not like it was before the covid-19 pandemic. However, from the training there was sales growth and improvement and development of potato dodol entrepreneurs with digital marketing. As for some of the questions given to the respondents, they were the results of the Forum Group Discussion Team of the Faculty of Economics and Business, Jambi University with references from several literatures, both articles and books. The results of the answers to the questionnaires filled out by the respondents are as follow Figure 1.

Based on the picture above, it is shown that there is a trend of increasing product sales from the first month using the Canva application where the usefulness in the first month is 20% and increases in the following month by 30%. Then reviewed after three months and then increased back to 50%. Although there was an increase, it was not too significant because the situation was still in an atmosphere of Covid-19. Where, customers are more concerned with buying food and medical devices than buying snacks such as potato dodol.

Based on the picture above, it also shows that there is an increasing trend of Canva applications in terms of effectiveness in promoting products to consumers in the first month by 68%, then after one month it increases to 90% and after three months of review it increases to 100%. The Canva application is very effective in promoting products based on data in the first month which is only around 68% due to new potato dodol entrepreneurs understand and design products in the Canva application and publish to temporary social media accounts, namely Facebook and Whatsapp only. Where, the application is limited to customers who are only friends on the application. After one month it started to increase to 90% because potato dodol entrepreneurs began to explore with Instagram social media accounts that could be accessed by anyone so that the product could be known by many people without having to follow the potato dodol entrepreneur's Instagram account. Next it increases to 100% because entrepreneurs have promoted to other social media such as marketplaces on shopee, tokopedia and to websites such as blogs. So that customers who are looking for potato dodol snacks when typing potato dodol in a search engine immediately find the products that they market.

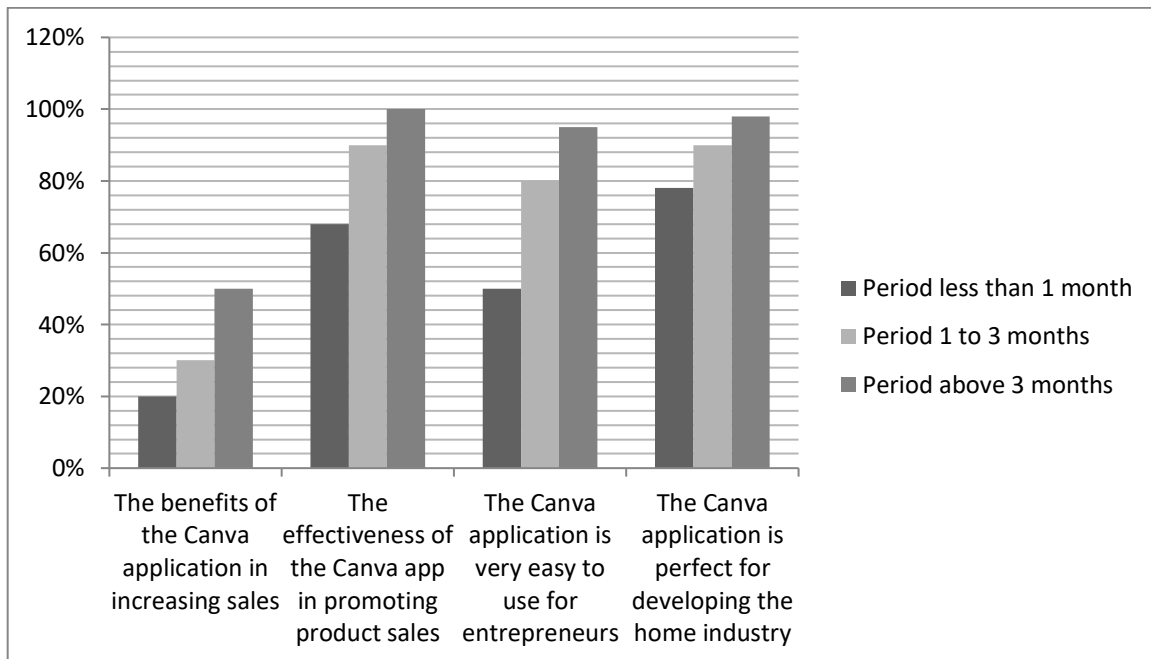


Figure 1: Chart responden answer

In addition, there is an increasing trend in product sales and an increasing trend in promoting products. There has also been an increase where entrepreneurs find it very easy to use the Canva application. In the first month only around 50%. Then after one month it increased to 80% and after three months using Canva it became 95%. In the first month, entrepreneurs are still in the process of discussing the features in the Canva application by trying to design existing templates. So that in the first month only 50% of entrepreneurs are very easy to operate the Canva application. In the following month there was an increase where they were able to recognize what features were in editing or designing products, both in the form of photos and videos with the Canva application. Although not 100% because there are Canva features that you must subscribe to use.

Likewise, the development of the home industry follows an upward trend such as increased sales, effectiveness in promoting products and ease of use. The Canva application has participated in helping to develop the home industry which in the first year was 70%. Then it increased in the following month to 90%. After three months it increased back to 98%. The home industry, which has only been known traditionally where customers need to see it directly, but with the Canva application, entrepreneurs can design photos and even videos and upload them on their social media so that customers can recognize them without having to meet face to face like the traditional way.

CONCLUSSIONS AND RECOMENDATION

Home industry development through digital marketing by optimizing the Canva application has been very successful in helping to increase product marketing during the Covid-19 pandemic. Where the difficulties were goods and people forced by the government at that time to reduce their sales turnover. With digital marketing by optimizing the Canva

application, MSME entrepreneurs are helping in the midst of their economic downturn. Very satisfying results for participants who took part in the training are an indicator of improvement that home industry can be recognized by consumers without having to meet face to face and digital marketing is a creative and innovative way in uncertain situations and conditions during the Covid-19 period.

The use of digital marketing with the Canva application needs to be increased again in developing the home industry. Home industry entrepreneurs need to get other digital marketing training to increase the competitive advantage of their business. However, it takes hard work and persistence in entrepreneurship as well as creativity and innovation from the MSME business actors themselves in developing their home industry. Because without this digital marketing is just a slogan.

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