

Empowering the West Java Smart Digital Community Information Group (KIM) through a Seminar on Creating Engaging Social Media Content Using Canva

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ABSTRACT

The rapid development of digital technology has significantly changed the way people communicate, particularly through social media as the primary medium for disseminating information. Community Information Groups (KIM) play a strategic role as local information agents responsible for delivering educational and informative content to the public. However, limited skills in designing engaging social media content remain a major challenge in improving communication effectiveness. This community service activity aims to improve digital literacy and content design skills among KIM Jabar Pinter Digital members through a seminar on the use of Canva. The method used was an interactive seminar with a participatory approach, including lectures, demonstrations, and discussions. The results showed an increase in participants' understanding of visual design principles, the use of Canva, and their ability to create more engaging and communicative social media content. This activity contributed to strengthening digital literacy and improving the quality of information dissemination within the community.

Keywords : digital literacy, KIM, social media, Canva, community service

ABSTRAK

Pesatnya perkembangan teknologi digital telah mengubah cara masyarakat berkomunikasi secara signifikan, terutama melalui media sosial sebagai media utama penyebaran informasi. Kelompok Informasi Masyarakat (KIM) memegang peran strategis sebagai agen informasi lokal yang bertanggung jawab menyampaikan konten edukatif dan informatif kepada publik. Namun, keterbatasan keterampilan dalam merancang konten media sosial yang menarik masih menjadi tantangan utama dalam meningkatkan efektivitas komunikasi. Kegiatan pengabdian masyarakat ini bertujuan untuk meningkatkan literasi digital dan keterampilan desain konten di kalangan anggota KIM Jabar Pinter Digital melalui seminar penggunaan Canva. Metode yang digunakan adalah seminar interaktif dengan pendekatan partisipatif, meliputi ceramah, demonstrasi, dan diskusi. Hasil kegiatan menunjukkan adanya peningkatan pemahaman peserta mengenai prinsip-prinsip desain visual, penggunaan aplikasi Canva, serta kemampuan mereka dalam menciptakan konten media sosial yang lebih menarik dan komunikatif. Kegiatan ini berkontribusi dalam memperkuat literasi digital dan meningkatkan kualitas diseminasi informasi di tengah masyarakat.

Kata Kunci: literasi digital, KIM, media sosial, Canva, pengabdian masyarakat

INTRODUCTION

The global digital transformation has significantly changed the way people access and disseminate information. Social media has become a key communication platform due to its ability to reach a wide audience quickly and interactively. In this context, content quality plays a crucial role in determining the effectiveness of digital communication (Dwivedi et al., 2022). Visually engaging content has been shown to capture audience attention and enhance message delivery.

Community Information Groups (KIM) function as a form of community empowerment, managing and disseminating information at the local level. KIM is expected to bridge the gap between the government and the public by disseminating accurate, educational, and useful information. However, in practice, many KIM members still face limitations in digital literacy skills, particularly in producing engaging and communicative social media content.

Digital literacy in today's era encompasses not only the ability to access and understand information, but also the ability to create and distribute content effectively and responsibly (Siddiq et al., 2022). This competency is crucial because individuals are no longer just consumers of information but also content producers.

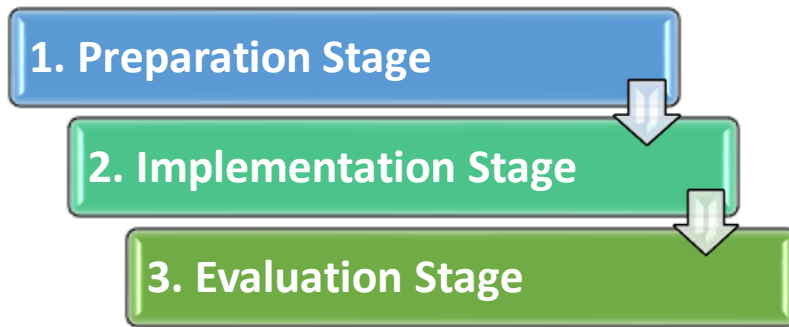
One potential solution to this problem is through seminars focused on introducing and utilizing easy-to-use graphic design tools like Canva. Canva is a digital design platform that allows users to easily create various types of visual content using ready-made templates (Wahyuni et al., 2023). Using Canva is considered effective in enhancing creativity and design skills, especially for users without a background in graphic design.

Based on these challenges, this community service activity aims to improve the skills of KIM Jabar Pinter Digital members in creating engaging social media content through Canva-based seminars. This activity is expected to improve digital literacy and strengthen KIM's role in disseminating high-quality information.

METHOD

activity uses a seminar method with a participatory approach, emphasizing active participant involvement throughout the learning process. This method was chosen for its effectiveness in conveying theoretical knowledge alongside practical understanding within a limited time.

The implementation consists of several stages:



RESULTS AND DISCUSSION

The research results showed that the seminar had a positive impact on participants' knowledge and skills. Initially, most participants had a limited understanding of visual design principles and tended to create social media content without considering aesthetic aspects.



1. Preparation Phase:

This phase involves identifying participant needs through coordination with KIM Jabar Pinter Digital. Seminar materials are developed, covering digital literacy, basic graphic design principles, and the use of Canva. Supporting materials such as presentation slides and design examples are also prepared.



Figure 1 Preparation

2. Implementation Stage

This seminar is carried out face to face using the following methods:

- **A lecture** that discusses the concept of digital literacy, the role of social media, and visual design principles such as composition, color, and typography.
- **Demonstration** , which involves hands-on practice in using Canva to create social media content.
- **Interactive discussions** , which allow participants to ask questions and share experiences.

The participants are members of KIM Jabar Pinter Digital with diverse educational and professional backgrounds.



Figure 1 Implementation Stage

3. Evaluation Stage

Evaluation is carried out through observation during the seminar and collecting feedback from participants to assess their level of understanding and the effectiveness of the activity.



Figure 3.1 Evaluation Stage

After attending the seminar, improvements were observed in several areas:

1. Understanding the importance of digital literacy in information management
2. Knowledge of basic visual design principles such as balance, contrast, and color selection.
3. Ability to use Canva to create social media content.

Participants were able to produce more visually engaging content than their previous work. These findings suggest that the seminar method combined with demonstrations is effective in improving practical skills.

These results are consistent with previous research showing that the use of digital technology can increase communication effectiveness (Dwivedi et al., 2022). Furthermore, visually engaging content plays a significant role in increasing audience engagement on social media (Nguyen et al., 2022).

Using Canva as a learning tool also facilitates participants' understanding of the design process. This aligns with the findings of Wahyuni et al. (2023), who demonstrated that Canva can enhance users' creativity and design skills, especially for beginners.

Therefore, this activity not only improves the digital literacy of participants but also strengthens the role of KIM as a more creative and innovative information dissemination agent.

CONCLUSION

A community service seminar on Canva utilization successfully enhanced the skills of KIM Jabar Pinter Digital members in creating engaging social media content. Participants demonstrated an improved understanding of digital literacy and visual design skills.

This activity made a positive contribution to improving the quality of information dissemination within the community. For future implementation, it is recommended to conduct further training and ongoing mentoring to further develop the participants' skills.

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