Digital Transformation for MSMES: From Local to Global

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ARTICLE INFO	ABSTRACT
	In the digital era, Micro, Small and Medium Enterprises (MSMEs) are required to adapt to technology to improve competitiveness in the global market. One effective strategy is the utilization of digital platforms for online product promotion. This webinar and workshop activity aims to provide MSME players with an understanding of the use of CapCut, Canva, and TikTok Shop as digital marketing tools. The webinar discussed the basic theory of digital marketing strategies, while the workshop provided hands-on practice in creating promotional content using the three platforms. Evaluation was conducted through pre-test and post-test to measure the improvement of participants' understanding. The results showed that 70% of participants experienced an increase in understanding, and 85% of participants were satisfied and very satisfied with the material presented. This activity proves that the utilization of digital technology can help MSMEs in increasing their visibility and market reach more broadly.

A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) hold a strategic role in Indonesia's economy, contributing to economic growth, job creation, and equitable distribution of welfare (Sarif, 2023). However, in the digital era, MSMEs face significant challenges in enhancing their competitiveness, particularly in marketing and market expansion. The lack of knowledge and skills in utilizing digital technology remains a major barrier. Therefore, digital transformation has become a necessity for MSMEs to survive and grow (Setyadi et al., 2023)

One of the primary issues MSMEs encounter is the limited understanding of digital platforms for marketing purposes. Many MSME owners are still unfamiliar with design tools such as Canva, video editing applications like CapCut, or e-commerce platforms like TikTok Shop (Maulana et al., 2024).Additionally, the utilization of WhatsApp Business for customer interaction remains suboptimal. These limitations make it difficult for MSMEs to create compelling promotional content and expand their market reach (Huizen et al., 2023)

The objective of this webinar and workshop is to equip MSME owners with the knowledge and skills necessary to leverage digital technology for marketing. The target

participants are MSMEs aiming to enhance their digital marketing capabilities, particularly beginners in using digital platforms (Yanti et al., 2024)

Canva is a graphic design platform that enables MSMEs to create engaging promotional materials without requiring advanced design skills. It offers ready-to-use templates for posters, catalogs, and social media content, thereby improving brand awareness and product appeal (Imron et al., 2022)

CapCut is a video editing application that facilitates MSMEs in creating interactive marketing content. Its user-friendly editing features allow MSMEs to produce high-quality promotional videos that enhance engagement and drive sales (Huizen et al., 2023)

TikTok Shop is a social media-based e-commerce platform that enables MSMEs to sell products directly through TikTok. Features such as live streaming and algorithm-based product recommendations assist MSMEs in reaching a broader audience (Setyadi et al., 2023)

WhatsApp Business is a messaging application that serves as an effective tool for maintaining customer relationships. Features such as catalogs, auto-replies, and social media integration facilitate MSMEs in marketing and customer service (Nurhadits & Alijoyo, 2024)

By utilizing these four platforms, MSMEs can enhance their visibility, engagement, and product sales. This initiative is designed to provide both theoretical and practical understanding, allowing MSMEs to directly apply their knowledge in digital marketing strategies.

B. METHODS

To ensure the smooth execution of the webinar and workshop, the team devised a series of steps to guarantee that all activities proceeded according to plan. This initiative was divided into two main components: Community Education through a Webinar and a Workshop. The following steps were undertaken by the team:

1. Activity Socialization

The team initiated socialization efforts through various social media platforms. Flyers and registration links were distributed via Instagram, LinkedIn, and WhatsApp groups to maximize outreach and attract participants.

2. Development of Learning Materials

The team prepared instructional materials for both the Webinar and Workshop in the form of PowerPoint presentations. These materials were designed to be delivered by speakers throughout the event. The program consisted of two webinar sessions and one workshop session as part of the KKN implementation.

3. Pre-Test Administration

On Sunday, January 12, 2025, the activity commenced with committee preparations from 09:00 to 09:15 AM. The committee provided participants with the Zoom link, virtual background (VG), and pre-test questions. Participants were required to complete a pre-test designed to assess their initial knowledge of the subject matter before the session. This pre-test served as a benchmark to compare comprehension levels before and after the training.

4. Webinar and Workshop Implementation

The webinar aimed to provide foundational knowledge on digital marketing strategies and the effective use of Canva, CapCut, and TikTok Shop. The workshop then facilitated hands-on practice, allowing participants to create promotional content using Canva and CapCut based on the theories discussed (Solihah & Zakiah, 2022)

5. Webinar and Workshop Implementation

At the end of the session, participants provided feedback on the training through an online form to evaluate their satisfaction with the materials presented. Additionally, they completed a post-test, the results of which were compared with pre-test scores to measure improvements in understanding.

C. RESULTS AND DISCUSSION

The webinar and workshop activities were conducted by students from the Department of Computer Engineering, Faculty of Engineering, Muhammadiyah University of Jakarta. These activities were held online via Zoom Meeting Conference on Sunday, January 12, 2025, from 09:00 to 11:30. A total of 39 participants attended, the majority of whom were students of the Computer Engineering program at Muhammadiyah University of Jakarta.

1.1 Socialization of the Activity

In this stage, the community service team conducted socialization to the general public via social media platforms, aiming to attract participants by distributing flyers, as shown in Figure 1 below:

Figure 1. Flyer for the Activity and the Department's Webinar and Workshop Activities

During this phase, the team engaged with the public through social media to attract interested participants by distributing flyers and sharing campus activity news.

1.2 Preparation of Activity Materials

In this stage, the speakers prepared presentations (PowerPoint) containing the fundamentals of utilizing Canva, CapCut, TikTok Shop, and WhatsApp Business for MSME marketing. The materials covered how Canva is used for promotional design, CapCut for video marketing, and TikTok Shop and WhatsApp Business for enhancing customer outreach.

Figure 2. Webinar 1 and 2 Materials and Workshop Activity

The materials were presented during the webinar and workshop sessions to provide insights and hands-on training to participants. Documentation of the materials can be seen in Figures 2 and 3.

1.3 Pre-Test Completion by Participants

During this stage, participants completed a pre-test on the use of Canva, CapCut, TikTok Shop, and WhatsApp Business for MSME marketing. This test assessed participants' initial understanding before the webinar and workshop. Among 34 participants, the results showed varying levels of comprehension. The following are the details of the questions:

What is the main purpose of using Canva for MSMEs?	85.3%
What is meant by a template in Canva?	91.2%
The main features of Canva that support product branding are	88.2%
WhatsApp Business benefits for MSMEs include	97.1%
What is meant by the catalog feature in WhatsApp Business?	97.1%
One of the first steps in using TikTok Shop is	91.2%
TikTok Shop advantages for MSMEs are	91.2%
What is the primary goal of using CapCut in promotion?	94.1%
The appropriate video format for TikTok is	64.7%
What is an effective TikTok content strategy for MSMEs?	88.2%

1.4 Learning the Materials through Webinar

In this stage, the webinar material was presented by Aryaguna Fadlurrahman Priadi, who discussed TikTok Shop and WhatsApp Business, covering their definitions, features, marketing strategies, and usage steps. This session also included a Q&A segment, allowing participants to clarify their understanding.
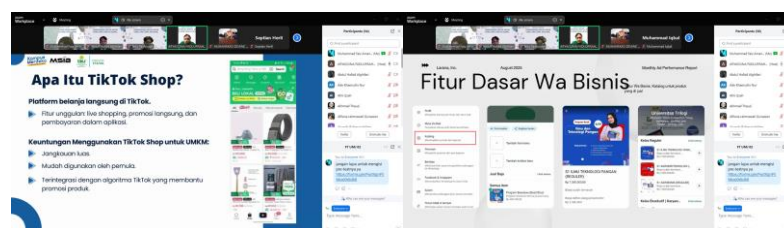

Figure 3. Presentation of TikTok Shop Material in the Webinar

In Figure 3, the speaker explains the material about TikTok Shop and WhatsApp Business, from definitions and features to marketing strategies and usage steps. This explanation aims to help participants understand how to leverage both platforms for their businesses.

1.5 Training on Canva and CapCut Design Creation through Workshop

The workshop, guided by Aryaguna Fadlurrahman Priadi, taught participants how to create promotional banners using Canva and short videos to attract attention for MSMEs. This training was expected to help participants market their products more effectively.
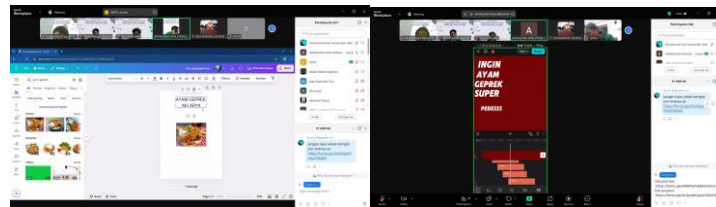

Figure 4. Canva and CapCut Design Training

In Figure 4, the speaker demonstrates how to create banner designs using Canva, including functions and features that enhance design appeal. In Figure 18, the speaker teaches the steps for creating short videos using CapCut, focusing on the use of animations and features to create more engaging promotional videos.

1.6 Post-Test, Attendance, and Feedback by Participants

In this stage, participants filled out a post-test, attendance form, and feedback survey. The attendance form was used to record participants' presence, while the feedback was intended to measure their satisfaction with the webinar and workshop. After the event concluded, participants who attended the entire session received a certificate approved by the head of the Computer Engineering department at FT-UMJ. Below is a table showing the results of the post-test, which indicates participants' comprehension level after attending the event:

What is the main purpose of using Canva for MSMEs?	85.7%
What is meant by a template in Canva?	96.4%
The main features of Canva that support product branding are	100%
WhatsApp Business benefits for MSMEs include	100%
What is meant by the catalog feature in WhatsApp Business?	96.4%
One of the first steps in using TikTok Shop is	96.4%
TikTok Shop advantages for MSMEs are	96.4%
What is the primary goal of using CapCut in promotion?	100%
The appropriate video format for TikTok is	89.3%
What is an effective TikTok content strategy for MSMEs?	100%

D. CONCLUSION

Based on the results of the webinar and workshop "DIGITAL TRANSFORMATION FOR MSMEs: FROM LOCAL TO GLOBAL," held on January 12, 2025, from 09:00 to 11:30 WIB via Zoom conference, it can be concluded that the event was successfully conducted and

achieved the expected goals. The event successfully attracted 60 participants from various institutions, who were enthusiastic about learning strategies for transforming MSME products from local to global through digital platforms.

Feedback results filled out by participants indicated a high level of satisfaction with the materials presented. This is also reflected in the comparison of pre-test and post-test scores, which show an improvement in participants' understanding of the material. Most topics saw an increase in scores, with the highest increase being +24.6%, and several others above +10%. Although there was one indicator that experienced a slight decrease (-0.7%), overall, the post-test results indicate that the material presented was effective in enhancing participants' comprehension.
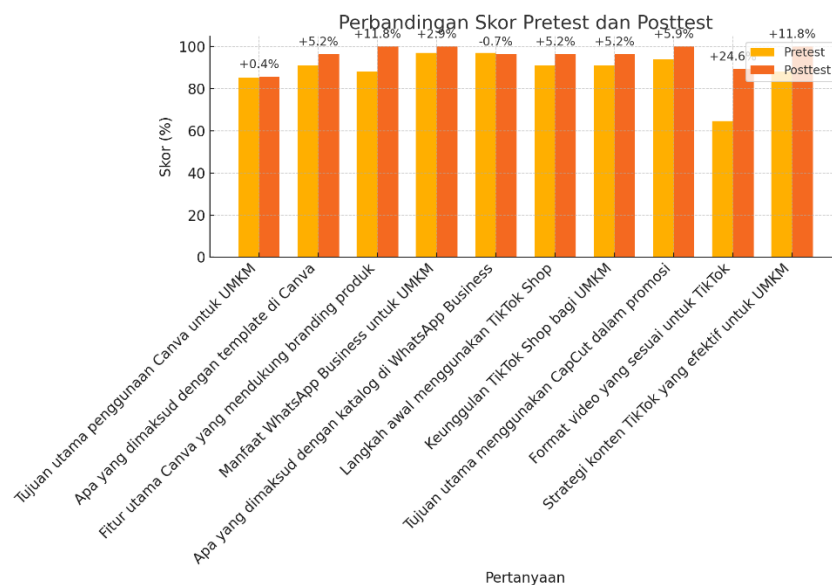

Figure 5. Comparison of Pre-test and Post-test Scores

The positive response to the presenters and the materials presented further strengthens the conclusion that this webinar and workshop were successfully conducted. One of the best suggestions came from Ramdani Vikriansyah, who recommended adding a participant name rule during the webinar and providing time for participants to present their workshop results, which would create a more interactive and in-depth atmosphere.

E. ACKNOWLEDGEMENTS

F. AUTHOR CONTRIBUTIONS

In the "DIGITAL TRANSFORMATION FOR MSMEs: FROM LOCAL TO GLOBAL" webinar and workshop, each team member had clear contributions and responsibilities to

ensure the smooth execution of the event and the preparation of the scientific article. Aryaguna Fadlurrahman Priadi, as the event leader, was responsible for overseeing the entire process and supervising the team members' tasks, as well as acting as the presenter for the webinar and workshop. Tedy Fachrudin was in charge of creating promotional content, including the flyer and content for the Instagram account @kkn.kelompok_10, and also served as the Master of Ceremony during the event. Muhammad Faiz Amanullah contributed to the preparation of the journal, learning modules, and the creation of the pre-test, post-test, and feedback forms to assess participants' learning outcomes. Abdul Hafizd Alghifari acted as the moderator, facilitating the webinar and workshop sessions, and also assisted in preparing the community service report and journal. Rully Mujiastuti served as the supervising lecturer, providing guidance, supervision, and support to ensure the smooth execution of the webinar and workshop, as well as reviewing the scientific article. All team members collaborated to ensure the success of the event and the quality of the resulting publication.

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