

ABSTRAK

Transformasi digital menuntut pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) untuk memiliki kemampuan memanfaatkan media digital sebagai sarana promosi. Namun, masih banyak UMKM di Nagari Salayo, termasuk UMKM Roti Mesra, yang belum optimal dalam menciptakan desain visual promosi yang menarik dan profesional. Penelitian ini bertujuan untuk meningkatkan kompetensi media digital pelaku UMKM melalui pelatihan desain visual menggunakan aplikasi Canva. Metode kegiatan dilakukan melalui dua tahap utama, yaitu seminar pengenalan desain visual dan workshop pembuatan identitas brand berbasis Canva. Kegiatan ini meliputi pengenalan Canva, praktik pembuatan logo, poster, dan spanduk, serta evaluasi melalui diskusi dan analisis hasil desain. Hasil pelatihan menunjukkan bahwa peserta mampu membuat materi promosi secara mandiri dan memahami prinsip dasar desain visual, sehingga meningkatkan keterampilan promosi digital mereka. Pelatihan ini diharapkan dapat membantu UMKM memperluas jangkauan pemasaran, meningkatkan daya saing produk, serta mendukung program pemerintah dalam percepatan transformasi digital UMKM di tingkat nagari.

Kata Kunci: Kompetensi Media Digital, Desain Visual, Canva, Umkm, Nagari Salayo

ABSTRACT

The digital transformation demands that Micro, Small, and Medium Enterprises (MSMEs) develop the ability to utilize digital media as a promotional tool. However, many MSMEs in Nagari Salayo, including Roti Mesra MSME, have not yet optimized the creation of attractive and professional promotional visual designs. This research aims to enhance the digital media competence of MSME actors through visual design training using the Canva application. The activity method was carried out in two main stages: a seminar introducing visual design and a workshop on creating a brand identity using Canva. The activities included an introduction to Canva, practical sessions on creating logos, posters, and banners, and evaluation through discussions and analysis of the design results. The training results showed that participants were able to independently produce promotional materials and understand the basic principles of visual design, thereby improving their digital promotion skills. This training is expected to help MSMEs expand their marketing reach, increase product competitiveness, and support the government's program in accelerating MSME digital transformation at the local (nagari) level.

Keywords: *Digital Media Competence, Visual Design, Canva, MSMEs, Nagari Salayo*