Increasing youth competency in creating digital content using Canva for digital marketing

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ABSTRACT

This activity aims to accommodate teenagers' high curiosity about the development of digital technology, especially in creating valuable content for marketing their products on the digital market. For these reasons, UPPA Hamzah held digital competency training for teenagers in RW 02, Cipayung sub-district, Ciputat District. This training activity consists of two sessions: a photography training session and training on using the Canva application to create digital content. This activity was carried out independently and presented three speakers from different backgrounds. Participant participation was identified based on the initial target number of participants, the number of participants who registered and attended the event, and the age range and gender ratio of the participants. In this activity, participants were trained to create digital content from the results of their photography using the Canva application installed on their cell phones.

ABSTRAK

Kegiatan ini bertujuan untuk mengakomodir tingginya rasa keingintahuan remaja terhadap perkembangan teknologi digital, terutama dalam pembuatan konten yang bermanfaat untuk memasarkan produk-produk mereka di pasar digital. Berdasarkan alasan tersebut, UPPA Hamzah mengadakan pelatihan kompetensi digital untuk para remaja di RW 02 kelurahan Cipayung Kecamatan Ciputat. Kegiatan pelatihan ini terdiri dari dua sesi, yaitu sesi pelatihan fotografi dan pelatihan penggunaan aplikasi Canva untuk membuat konten digital. Kegiatan ini dilaksanakan secara swadaya dan menghadirkan tiga narasumber dari latar belakang yang berbeda. Partisipasi peserta yang hadir diidentifikasi berdasarkan target awal jumlah peserta dengan banyaknya peserta yang mendaftar dan hadir dalam acara, serta rentang usia dan rasio gender para peserta. Pada kegiatan ini, para peserta dilatih untuk mampu membuat konten digital dari hasil pengambilan fotografi sendiri menggunakan aplikasi Canva yang ditanam pada ponsel mereka.

1. Introduction

Teenagers are part of a group with a high curiosity about information [1]. They are in a productive phase and have a solid drive to innovate and improvise [2-3]. In an atmosphere of life side by side with digital technology, it is appropriate for them to be encouraged to improve their digital skills in a more positive and constructive direction. Due to current developments, digital technology is accessed by groups and levels of society at various age levels.

However, many youths need to gain better knowledge and skills in using digital technology [4]. One of the benefits that can be taken from digital technology is the field of digital marketing [5]. The digital market has a significant influence on product marketing [6]. This market can reach many users in various regions, both within the country and abroad. Today's digital markets include Shopee, Tokopedia, and Lazada [7].

The digital market is now developing increasingly rapidly along with advances in digital smartphone technology, increasingly fast internet networks, and the level of ability of its users. This market has spread to remote villages. Crossing long distances, penetrating barriers, reaching all groups and all ages, cutting through layers of trade chains, and cutting through tangled and complicated marketing bureaucracy. The condition is accompanied by expanding goods transportation routes to reach sellers and buyers and creating community economic growth. Digital-based marketing must attract many things, especially creative content presentation [8]. This content includes technical skills in photography, videography, and composing exciting sentences. This content contains offers of trade commodities sold on the digital market. The interest content will invite potential buyers to visit and attract their interest to buy [9]. To create this content, you need design tools that can be used easily. For this reason, youth need to be given training in designing [10].

This training activity focuses on increasing teenagers' competence in creating content containing their selling products on the digital market. They will be encouraged to maximize the use of their smartphones to use as weapons in creating content. Teenagers were trained to make sales posters using the Canva application [11]. Canva is a versatile graphic design tool that can be used freely. Through this training, we hope teenagers' efforts to promote their businesses through the digital market will become persistent and creative.

2. Method

Efforts to increase the competence of teenagers in RW 02, Cipayung - Ciputat were carried out using a training method following the flow in Figure 1. This activity targets 50 teenage participants in RW 02 with an age range of 15 - 27 years. The training given to the participants consisted of two sessions: a photography training session and a Canva training session for creating content. Next, a competition was held between the participants to see the results achieved by the participants who took part in this activity. From the training methods in this activity, an evaluation was carried out on the interest and teenagers' participation rates. It includes the number of participants attending, the gender ratio involved, and the age range of teenagers participating.
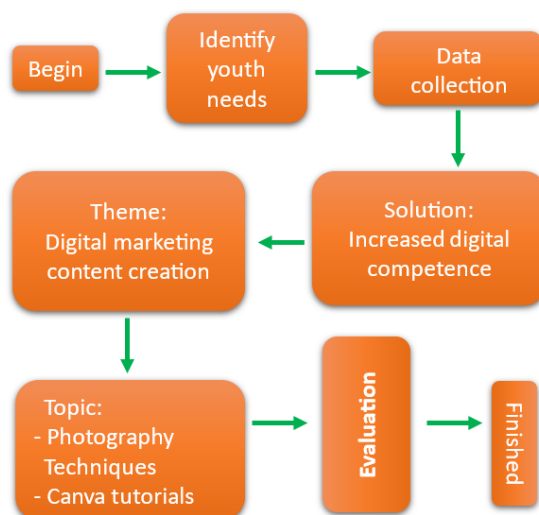

Figure 1. Flowchart for planning training activities diagram.

3. Results and Discussion

Youth Pledge Day on October 29, 2023, has become the momentum for holding "Digital Marketing" training activities in the Rukun Warga (RW) 02 Cipayung Village area. This activity was carried out by the Hamzah Member Development and Training Unit (UPPA) to target participants from among teenagers. This activity aims to equip teenagers with a good understanding and skills for using digital technology in digital marketing [12-13]. UPPA Hamzah is a Muslimah Community that operates in the education field. They form the concern for educational issues surrounding the Cipayung Village area (Figure 2). The RW 02 Residents' Hall was located in the administrative region of Cipayung Village. This sub-district is in Ciputat District, South Tangerang Municipality, Banten [14].

The training activity was held on October 29, 2023, at the RW 02 Residents' Hall, presenting resource person Andi Cut Muthia as a convection business owner and Member of the Provincial DPRD Banten. Jundi Ahmad Yahya Ayyasy is a business owner of Big Bins Cafe and Handrian as a Canva Trainer who is also a motivator and founder of the CAKEP teacher community. The training consists of two sessions: the first is photography training, and the second is training on using the Canva application to create flyers and posters (Figure 3). In photography training, participants are given tips and tricks on holding a camera and photographing objects by looking at the camera's shooting angle and lighting to get clear and reasonable portrait results.

In the Canva training, participants are given instructions on using the Canva application in a primary and easy-to-understand way. With this application, users can be more creative in designing visual content such as presentations, posters, etc. Users can use various types of photos as illustrations for content. There are also template formats in the form of ready-to-use content, fonts, and various other illustrations. Canva also provides several logo design templates. You can use the poster format to advertise products, services, and so on. For promotions on websites, you can use advertising banners. Good content will attract attention when displayed or shared via social media. Active discussions between resource persons and participants became a bridge to determine the young trainees' level of understanding of this training activity. Apart from that, the participants were given practice in making a youth oath poster using their photos.
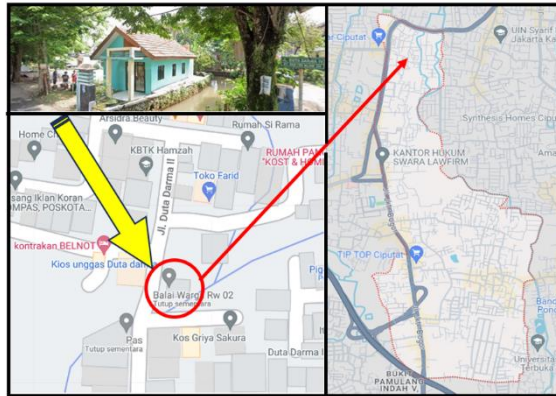

Figure 2. The RW 02 Residents' hall is located in the Cipayung Village area, Ciputat District.

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The participation rate of youth training participants was identified based on data records of participant attendance when training activities were carried out (Figure 3c). There were 23 participants in this training activity. This number is less than half of the planned target participants (Figure 4). Several things could be the cause, including the small population of teenagers in the RW 02 Cipayung area, the small number of RW 02 teenagers interested in becoming digital entrepreneurs, and the residents of RW 02 Cipayung being dominated by the elders and workers.

Of the participants present, young men from all categories were more dominant in participating in this activity. Partially, in the categories of early adolescence (12-16 years) and late adolescence (16-24 years), the gender ratio of female participants is higher than that of male participants. Adolescent girls in this category are more interested in new things, especially regarding the use of gadgets in the digital world of social media and their existence in cyberspace [15–17].
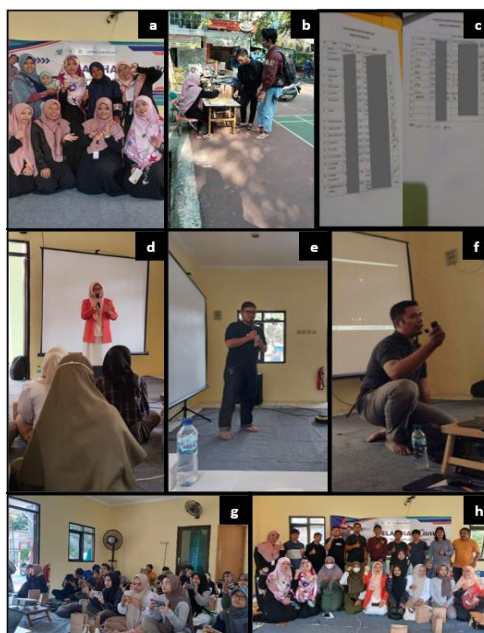

Figure 3. Implementation of Canva training activities for RW 02 Cipayun teenagers in creating content in the digital market. a) The UPPA Hamzah committee team, b) The registration process for training participants, c) The process for registering youth training participants, d) Mrs Andi Cut Muthia is conveying knowledge about entrepreneurship, e) Mr. Jundi Ahmad Yahya Ayyasy is conveying knowledge about building a coffee business, f) Mr. Handrian is conveying knowledge about photography and Canva, g) Participants are taking part in photography training, h) Resource persons and the committee are taking photos together with participants in training activities.

Meanwhile, in the youth category, the age range of 16–29 years is dominated by male participants who fall into the category of young people. In this age range, teenagers become oriented towards work, additional income, or starting a business that brings in money [18–20]. At this age, men try to increase their competence to answer future challenges because they are already in the transition phase of late adolescence [21-22]. In this age range, they tend to start making themselves the sole support of their family in earning a living. On the other hand, women in this age range tend to be more passive in participating in training activities like this. At this age, their responsibilities tend to focus on other activities as their higher priority.

Furthermore, in the age range of 29-49 years, training participants are no longer in the teenage category. They are parents who have children who are in the early teens category. They are here to accompany their children in participating in this training activity. In this age range, they start making themselves the sole support of their family in earning a living. On the other hand, women in this age range tend to be more passive in participating in training activities like this. At this age, their responsibilities tend to focus on other activities as their higher priority. Furthermore, in the age range of 29-49 years, training participants are no longer in the teenage category. They are parents who have children who are in the early teens category. They are here to accompany their children in taking part in this training activity.

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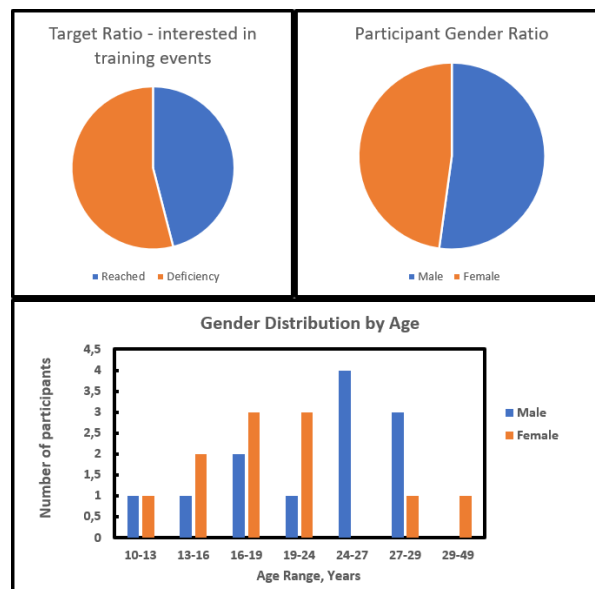

Figure 4. Processed data on the number of participants, gender ratio involved, age range and gender composition for each age.

4. Conclusion

The content creation training activity for digital marketing for teenagers in RW 02 Cipayung Cempaka Putih, organized by UPPA Hamzah, has been accomplished. Participants learned about photography techniques and used them to create digital content using the Canva application. The participants were in the early teens, late teens, and young people categories. Female participants dominate in the late teen categories. In the post-teens category, Male participants are dominant. However, the number of teenage participants who took part was less than half of the expected target participants. Furthermore, data participants obtained from this training activity will be used as an evaluation to increase participation rates in the next UPPA Hamzah event.

Acknowledgement

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