COMPETENCY DEVELOPMENT THROUGH BUSINESS PRESENTATIONS USING THE CANVA MAGIC PRESENTATION METHOD

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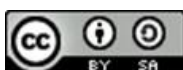[4] ardadi.widyananda@std.trisakti.ac.id

ABSTRAK

Dalam rangka peningkatan kebutuhan peningkatan ekonomi masyarakat Tambun Selatan dalam pengelolaan manajemen bank sampah dengan melakukan sosialisasi kepada masyarakat terkhusus anggota forum bank sampah dalam rangka mendapatkan partner bisnis atau investor melaui presentasi yang menarik dengan menggunakan metode canva magic presentation. Tujuan pelaksanaan pengabdian kepada masyarakat (PkM) ini untuk memberikan pengembangan kompetensi yang dimiliki masyarakat, peningkatan keterampilan dalam melakukan presentasi materi kepada masyarakat dan anggota bank sampah, peningkatan keahlian dan pelaksanaan kegiatan menunjang bisnis bank sampah dan pengelolaannya untuk meningkatkan pendapatan dan ekonomi masyarakat dan anggota forum bank sampah sebagai upaya penguatan partisipasi keanggotaan dan pemberdayaan anggotanya, kelompok dan masyarakat untuk kesejahteraan anggotanya yang berdampak pada meningkatkan kesejahteraan dan pengembangan ekonomi bisnis sebagai hasil luaran dalam pelaksanaan PkM di Forum Bank Sampah Tambun Selatan. Solusi dalam menangani masalah yang terjadi gap kompetensi yang dimiliki terhadap tujuan forum bank sampah adalah melalui melakukan sosialisasi dan pelatihan teknik komunikasi yang efektif, memberikan materi dalam komunikasi bisnis untuk keikutsertaan masyarakat dan mendapatkan calon investor, memberikan materi dalam komunikasi bisnis untuk keikutsertaan masyarakat dan mendapatkan calon investor, dan mampu menjelasan materi cara membuat presentasi yang efektif dengan metode canva magic presentation.

Kata Kunci: Pengembangan kompetensi, Pelatihan, Metode canva magic presentation

ABSTRACT

In order to increase the economic needs of the South Tambun community in managing waste bank management by conducting outreach to the community, especially members of the waste bank forum, in order to get business partners or investors through attractive presentations using the Canva Magic Presentation method.The purpose of implementing community service (PkM) is to provide development of the competencies possessed by the community, improve skills in presenting material to the community and members of the waste bank, improve expertise and carry out activities to support the waste bank business and its management for increasing the income and economy of the community and members of the waste bank forum as an effort to strengthen membership participation and empower its members, groups and communities for the welfare of its members which has an impact on increasingWelfare and business economic development as outputs from the implementation of Community Service Program (PKM) at the South Tambun Waste Bank Forum. The

solution to addressing the competency gap between the objectives of the waste bank forum is throughconducting socialization and training on effective communication techniques, providing material on business communication for community participation and getting potential investors, providing material on business communication for community participation and getting potential investors, and being able to explain material on how to make effective presentations using the Canva Magic Presentation method

INTRODUCTION

A general overview of the activities of the waste bank forum located in South Tambun, Bekasi Regency, is how they make efforts to collect waste that can be managed in business activities that can provide added value to the family economy. In this process, the ability to communicate clearly to the community who will participate and collaborate with investors and other activities to support the business activities to be carried out. In carrying out the notification process through communication, the members of the waste bank forum require competence and expertise in creating attractive presentation materials to convince the interest of members, the community and agencies that can be invited to collaborate in developing a waste bank business that can improve the welfare of its members who actively participate and can improve the community's economy.

Based on the analysis of data obtained during direct interviews with the administrators and members of the waste bank, several problems were found that occurred in the activities of this waste bank that partners needed, namely the lack of knowledge and expertise in delivering presentation materials and not knowing how to make an attractive presentation using the Canva Magic Presentation method for the socialization process and business cooperation.

Competency Development.

Information technology has developed so much that it has changed the way people view the world, one of which is the internet. 196.7 million people in Indonesia have used the internet for information needs (Bayu, 2020). As many as 26.5 million people are the second largest internet users in Central Java. Internet users have many purposes, including learning, meeting, creating entertainment content, listening to news, and creating information designs. Currently, conveying information through digital media, even print media, requires creativity. News must be interesting and innovative so that readers can easily understand it. One important factor in the success of the teaching and learning process is learning media. According to Aji (2020), learning media has three comprehensive purposes: fostering interest in learning, mediating between teachers and students, and conveying explanations. To motivate students to learn online, teaching materials must be interesting. The Canva application was chosen as a medium to help teachers create more engaging presentations for learning materials. Canva is an online design program that can be used to create various types of presentations, including educational presentations, posters, pamphlets, brochures, graphics, infographics, banners, and other tools. The Canva app can be downloaded for free from the Play Store. Canva also has several advantages, such as: 1) having many attractive designs, 2) having the ability to increase creativity in learning media design because humans...

Training

Assessing the effectiveness and impact of training on its intended purpose, its impact on employee behavior, and its impact on waste management can be challenging (FinSMEs, 2023). Furthermore, training is typically mandatory and often perceived as a reluctant but necessary cost. Training is crucial for maintaining operational integrity and

avoiding legal sanctions, but it does not directly increase company profits (Marx & Mynhardt, 2011). A 2023 global compliance cost survey found that striking a balance between competitive and compliance requirements is challenging (Thomson Reuters, 2023). The lack of controls, penalties, and the difficulty in demonstrating that compliance efforts, including training, are working effectively and preventing them exacerbate the perceived cost of training (Pogson, 2019).

Allied Market Research (2022) estimates the corporate training sector will grow at 8.0 percent annually, reaching a global value of $487.3 billion by 2031. For an organization with a typical employee base, the cost can reach over $6 million annually, given the time employees spend on compliance training, which typically takes up to five hours each day (Rogers, 2016). This calculation does not include costs associated with creating and developing training materials or providing speakers from external vendors.

Training is a process in which people learn specific skills, such as using Canva for presentations, and then apply those skills in real-life situations (Barnes, 2014). Conversely, learning can occur anywhere and at any time. This study focuses on compliance training because it teaches compliance skills and applications. Many compliance training interventions are mandatory, making it difficult to demonstrate their added value without ongoing evaluation.

Canva magic presentation.

Canva is a graphic design platform that has revolutionized the way individuals and organizations create visual content. Known for its user-friendly design, Canva allows users from all backgrounds to design presentations, posters, infographics, and more without requiring in-depth design skills. One of Canva's flagship features is "Magic Presentation," designed to simplify the creation of engaging and professional presentations.

The Magic Presentation feature uses artificial intelligence technology to help users design slides that are not only aesthetically pleasing but also effective in conveying information. According to a report from Canva, over 60 million active users use the platform every month, demonstrating the tool's high popularity and trust (Canva, 2023). With more individuals working from home and utilizing virtual presentations, it's crucial to have a tool that can significantly improve presentation quality. Statistics show that visual presentations can increase information retention by up to 65% compared to text-only presentations (Mayer, 2022). Therefore, using the Magic Presentation feature in Canva can help users present information in a more engaging and memorable way. In a business context, a good presentation can contribute to better decisions and increased collaboration between teams.

*Canva Magic Presentation*Canva offers a number of advantages that make it a top choice for many users. One of the main advantages is its ease of use. With its intuitive interface, users can quickly understand how to use the various tools available. This is crucial, especially for those who may not have experience in graphic design. According to user surveys, approximately 85% of users found Canva very easy to use (Canva, 2023). Furthermore, Canva's collaboration features allow multiple users to work simultaneously on a single project. This is especially useful in the context of dispersed teams. With the ability to provide comments and suggestions directly within the design, teams can communicate more effectively and reduce the time required to complete presentations. In a study conducted by McKinsey, teams using collaborative tools can increase productivity by up to 25% (McKinsey, 2022). However, no tool is perfect, and Canva Magic Presentation also has some drawbacks, one common criticism being its limited customization options. While there are many templates available, some users feel they

don't have enough freedom to customize the designs to suit their specific needs. This can be a barrier for users who want to create truly unique presentations that reflect their identity. Another drawback is the reliance on an internet connection. Canva is a cloud-based platform, so users need a stable internet connection to access and save their work. This can be problematic in areas with poor connectivity. In one report, around 30% of users reported difficulty accessing the platform when the internet connection was unstable (TechCrunch, 2023).

A study from the Harvard Business Review shows that a good presentation can increase the chances of success in securing funding by up to 30% (Harvard Business Review, 2023). By using Canva, marketing and sales teams can create presentations that are not only engaging but also informative. For example, a tech startup successfully attracted investors by using strong visual designs in a presentation largely created using Canva. According to a survey, approximately 25% of small businesses find it difficult to integrate digital tools into their work processes (Small Business Administration, 2023). Therefore, it is important for tool providers like Canva to offer the necessary training and support for new users. In a study conducted by McKinsey, teams using collaborative tools can increase productivity by up to 25% (McKinsey, 2022).

METHOD

University-community engagement is an approach that emphasizes the importance of collaboration between higher education institutions and local communities to create positive social impact. In the context of community service (PKM), this engagement involves not only knowledge transfer but also problem-solving relevant to community needs. According to research by DMH Hossain (2020), this engagement can improve the quality of education and the relevance of the curriculum to local needs, creating a mutually beneficial relationship between universities and communities. Statistics show that over 70% of universities worldwide now implement Community Service (PKM) programs as part of their stated missions. In Indonesia, the Ministry of Education and Culture (Kemendikbud) has encouraged universities to be more active in community service through the Merdeka Belajar Kampus Merdeka (MBKM) program, which requires student participation in PKM activities as a graduation requirement (Kemendikbud, 2021). This demonstrates that university-community engagement is not merely an additional activity but has become an integral part of higher education.

Various models of university-community engagement have been developed to facilitate effective collaboration. One widely used model is the "Triple Helix" model, which involves synergy between universities, industry, and government. This model emphasizes the importance of interaction between these three sectors to create innovation and sustainable social development. In the context of PKM, this model can be applied to identify opportunities for mutually beneficial collaboration. Another model that can be applied is the "Community-Based Participatory Research" (CBPR) model, in which the community is actively involved in every stage of the research, from planning to implementation. According to Minkler and Wallerstein (2011), this model allows the community to have a voice in the research process, so that the results obtained are more relevant and useful.

The information technology-based training process that I underwent consisted of four stages: analysis, design, training, and evaluation.
1. Analysis Stage
At this stage, I conducted an online analysis using Google Forms, which I sent to members of the waste bank forum. The analysis revealed several obstacles in developing presentation materials. One such obstacle was the members' desire to

create digital-based learning materials and media. I recognized that knowledge issues posed a challenge for them in developing materials that could increase the waste bank members' learning motivation.

2. Design Stage

After conducting the analysis, my team and I designed a training program on using the Canva app to create teaching materials, based on the challenges faced in the waste bank forum. I chose this app because it's easily accessible via mobile phone or laptop, making it easier for members to create materials.

3. Training Stage

I carried out this training at the South Tambun Waste Bank forum in Bekasi, involving participants who were members of the forum. The topics delivered emphasized the significance of utilizing interactive media in learning, along with an introduction to the Canva application and its functions in designing teaching materials. Participants were then encouraged to develop presentations related to their own areas of expertise, while incorporating elements of local cultural wisdom through the Canva platform.

4. Evaluation Stage

During the evaluation phase, I assessed the presentation designs created by participants and provided feedback on the benefits of using engaging media for learning. The training materials also included an introduction to the Canva app and how to use it to create presentation materials. I asked participants to create presentations that taught the material they had learned.

The challenge lies in the divergent goals and interests between universities and the community. Often, universities focus on research and publications, while the community is more concerned with practical solutions to everyday problems. For example, in a waste management development project, academics may be more interested in the theoretical aspects, while the community expects immediate tangible results. Therefore, it is crucial for universities to understand and respect the community's perspective when designing community service programs (Hossain et al., 2020).

The evaluation of Community Service (PKM) programs constitutes an essential element in ensuring the effectiveness of such initiatives, as it provides an assessment of both their results and overall impact. The approaches commonly applied emphasize the measurement of concrete outputs, such as the number of hours contributed, the resources allocated, or the accomplishment of predetermined targets. Nevertheless, equal attention should be directed toward intangible outcomes, including shifts in participants' attitudes, perspectives, and personal development. Furthermore, evaluation needs to capture the broader influence on local communities, such as community empowerment, enhancement of collective capacity, and promotion of sustainable development. Despite its importance, the implementation and continuity of community service activities encounter multiple barriers. Among the most frequent challenges are logistical limitations, inadequate funding, and the heavy workload of faculty members. Another difficulty lies in sustaining the motivation of trainees, which requires continuous and active involvement. Universities also experience obstacles in fostering strong and effective collaborative partnerships.

In implementing training activities in forming strong waste bank members, understanding and knowledge are needed in running training programs by adjusting the needs of the business sector or its application so that it can run synergistically and sustainably. The initial stage in implementing this PkM activity starts from the situational monitoring stage through identification of learning activities at the South Tambun Waste Bank Forum to fulfill the data needed in making reports and implementation so that the

planning and implementation processes followed by periodic evaluations can be appropriate and the set targets can be achieved optimally. The main problem found based on the analysis data is the lack of competence in making presentation materials for socialization and seeking investors to convince programs that are beneficial to the community so that in this process effective knowledge and training are needed to raise self-confidence and know the effective steps in running their business. This training activity was held at the South Tambun Waste Bank Forum on December 16, 2025 with 25 participants starting at 08.00 WIB until 12.00 WIB.

In the implementation of community service activities (PKM), training is provided from the material presented regarding the readiness needed to start the business that will be carried out, including improving skills, an introduction to business in the waste bank forum, stages of implementing objectives and how to contribute profits through entrepreneurial activities. Below we present a picture of the PKM flow carried out at the South Tambun Waste Bank Forum, as follows:
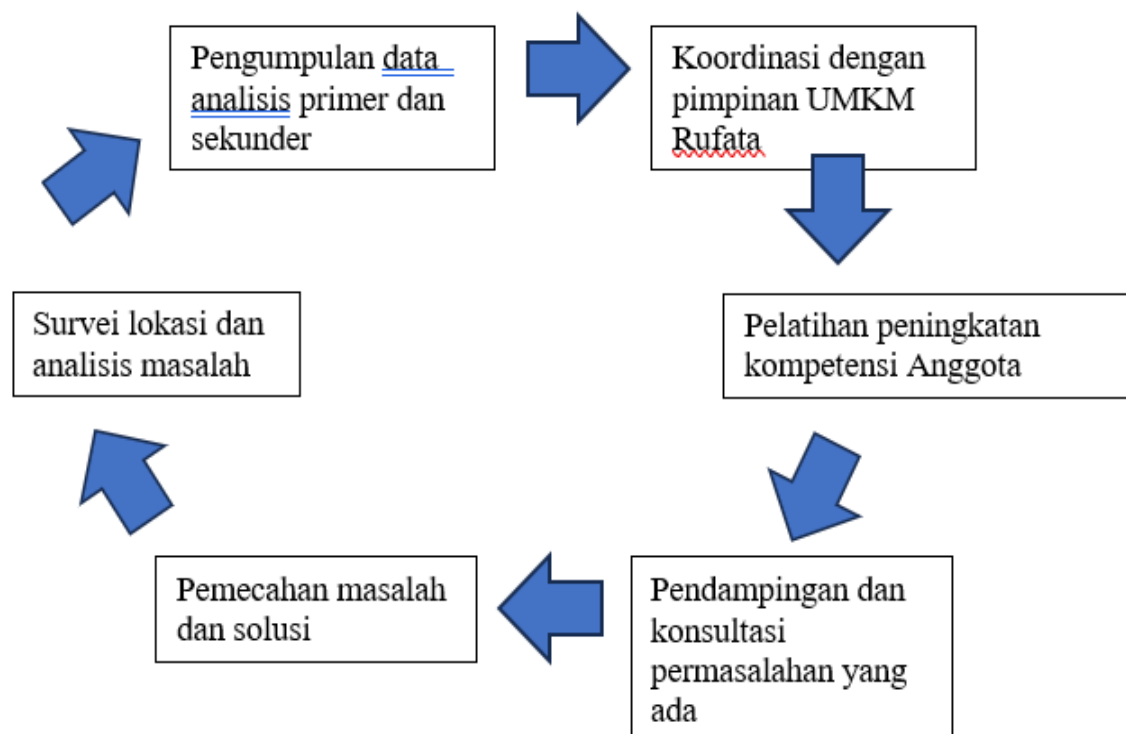

Figure 1. Stages of PKM Activities

RESULT AND DISCUSSION

In the PKM activity carried out at the South Tambun Waste Bank Forum through training activities carried out directly (face to face) on December 16, 2025 at 08.00 WIB to 12.00 WIB which was attended by approximately 25 members of the waste bank forum through presentation methods, discussions, questions and answers and carrying out simulations using digital media in improving the competence and expertise of its members related to understanding the material presented to develop a competitive and superior entrepreneurial spirit in carrying out each task to achieve goals optimally. The

situation in this training process the participants were very enthusiastic in understanding the material and wanted to know more material so that the situation of this training condition was very dynamic and interesting because there was a need for them to change in a new way that they currently understand for the better. In this activity participants were given a pre-test on the existing material so that the presenter could understand the current limits of the participants' abilities. The results of the pre-test score were with an average score of 62 (six two) Furthermore, the training material was implemented to be able to improve the competence of the members of the South Tambun Waste Bank Forum in understanding the spirit and actors of entrepreneurship where a complete explanation of the material was delivered by Dr. Prastiyo Diatmono, MM, MBA, CHRMP, followed by a discussion, Q&A, and digital media simulation. Following the presentation, all participants took a post-test, with an average score of 92. Participants were able to answer the questions correctly, thus demonstrating a significant impact on the overall outcome of this PKM activity.

Based on the results of the activities that have been carried out by the lecturers of Trisakti University, they were able to significantly improve the competence of the members of the South Tambun Waste Bank Forum where the further process of this activity is carried out by monitoring and continuing to coordinate the evaluation of success carried out every three months so that success in achieving the targets set can result in optimizing the profits obtained by the waste bank forum. This success can also bring goodness to the lecturers in carrying out the Tri Dharma Perguruan Tinggi activities that directly go down to the community in need so that the role of higher education is present in the community and in increasing active participation in building the community's economy.

Figure 2. Training Materials

Figure 3. Implementation of Training Material Delivery

The solution that can be implemented in use in order to form the soul of members who have competitive competence and expertise for candidates and actors of the South Tambun Waste Bank Forum by means of enthusiasm in carrying out the business carried out which has a personality principle that focuses on planning, processes and results obtained by fostering creative thinking by creating new (innovative) ideas for the business being run, in addition the entrepreneurial spirit can be formed by means of adapting to the progress of the times and environmental conditions that are oriented towards the need of customers with confidence and courage to take all possible risks with proper business calculations and analysis so as to avoid the risk of financial loss.

Things that need to be developed in the process of forming an entrepreneurial spirit by developing the interests and talents of individuals who will undertake it by working together in a team that can support and encourage each other for mutual progress by thinking positively about the process of running a business for individual development and continuing to learn from theory and even one's own experience or from others in achieving success so that this can build a business network that can be well established.

CONCLUSION

The successful implementation of Trisakti University's PKM at the South Tambun Waste Bank Forum aims to bring something new in improving the competence of its members in understanding and developing their entrepreneurial skills through the training conducted. Forming a competitive entrepreneurial spirit through a process that directly involves the development of various aspects, from the way of thinking (mindset) to practical skills. The core of the entrepreneurial spirit in waste bank management is the spirit to create something new, take risks, and continue to learn and adapt. Planning, implementation and evaluation carried out periodically will provide a clear direction and ensure that the programs developed can meet the desired targets. Understanding through presentations in this training brings new changes to the members of the waste bank forum in preparing, implementing and evaluating businesses through reliable

entrepreneurial skills so that this will have an impact on the ability of individuals (members) to work together in a great team in a situational environment full of challenges and a rapidly changing environment that will bring goodness and prosperity to the members of the South Tambun Waste Bank Forum.

IMPLICATIONS

1. For participants of the South Tambun Waste Bank Forum, understanding and improving positive thinking in an effort to foster a creative spirit in carrying out the initial stages of business in entrepreneurship that they will undertake as an initial part of preparing skills that can bring the learning process and experience to be directly applied in the operational activities of the South Tambun Waste Bank Forum which is expected to have a direct impact on the success of individuals and the South Tambun Waste Bank Forum to achieve optimal results.
2. For the active participation of Trisakti University lecturers who provide training materials at the South Tambun Waste Bank Forum, it can create an applicative process and experience in the field which can also be used as a case study for emerging problems and can provide effective solutions to the needs and challenges of waste bank management so that the presence of Trisakti University lecturers can provide benefits and solutions needed by the South Tambun Waste Bank Forum which brings a process of change in building an effective entrepreneurial spirit and can provide goodness and can increase family economic growth for its members and the South Tambun Waste Bank Forum itself.
3. In the next PkM activity process, it can be implemented on broader community problems and needs and Trisakti University is present to provide assistance based on the problems that arise so that the Tri Dharma Perguruan Tinggi program can be implemented well and fulfilled according to our shared hopes.

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