

THE USE OF CANVA APPLICATION IN ONLINE BUSINESS PROMOTION IN BENGKULU CITY

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ABSTRACT

Canva is an online application that can be used to create graphic designs for various needs such as logos, social media content, banners, posters and flyers. This research aims to describe the use of Canva application in online business promotion to increase sales. This research is a qualitative research based on TerenceShimp's Marketing Communication Dimensions Theory (2003). The results of this research show that the use of Canva application is effective and contributes to increasing sales and strengthening marketing strategies for online business owners in the city of Bengkulu, especially for MSMEs. The results of individual sales Canva application is an effective tool for creating attractive and professional promotional materials. Its use includes selecting backgrounds, editing designs with text, images and other design elements, changing colors, fonts and layouts as needed. Advertisement that Canva has advantages in creating advertising designs compared to other applications. Sales promotions where Canva helps them create professional designs, increase buyer confidence, build a strong visual identity, and visually communicate product benefits to buyers. Sponsorship marketing where wise use of Canva within a larger marketing strategy can make a significant contribution to sales growth and brand awareness, Publicity, Canva provides a useful tool for creating compelling promotional designs. Thus, this strategy can be an effective step in developing the business owner's business and communication at the point of purchasing. This application is an invaluable tool for MSMEs and small businesses to improve quality and efficiency in the areas of design and promotion.

Keywords: Canva, Marketing Communications, MSMEs, Promotion

