Jurnal Industri Kreatif dan Kewirausahaan **e-ISSN: 2620-942X**
Vol 9, No. 1, 2026

EMPOWERING MSMEs THROUGH CANVA AI AND CHATGPT-BASED PROMOTIONAL CONTENT CREATION TRAINING

Muhamad Al Faruq Abdullah[1], Eriklex Donald[2], Sugih Rahmansyah[3], Iera Khairani[4]
[1,2]*Faculty of Business and Social Sciences, Universitas Dian Nusantara, Jakarta*
[3]*Ditjen PEN, Ministry of Trade of the Republic of Indonesia, Jakarta*
[4]*PPEJP, Ministry of Trade of the Republic of Indonesia, Jakarta*
Email Correspondence: alfaruq@undira.ac.id

ABSTRACT

This community service program aimed to improve the digital marketing capacity of Micro, Small, and Medium Enterprise (MSME) owners through promotional content creation training using ChatGPT and Canva AI. The program was conducted on June 11, 2026, at Hilton Garden Inn Jakarta Taman Palem and involved 35 MSME owners from Tegal Alur Urban Village, Kalideres District, West Jakarta. A participatory approach was implemented through digital marketing presentations, AI tool demonstrations, hands-on content creation, mentoring, and evaluation. The training covered prompt formulation, promotional copywriting, product descriptions, calls to action, and visual content design. The evaluation results showed that the participants' average competency score increased from 34.8% before the training to 86.0% after the training. Furthermore, 91.4% of participants completed at least one promotional content item, while 80.0% produced content considered ready for publication. The findings demonstrate that integrating ChatGPT and Canva AI can help MSME owners generate marketing ideas, develop persuasive messages, and create attractive visual content more efficiently. Continuous mentoring is recommended to strengthen participants' digital skills and encourage the consistent and responsible implementation of AI-assisted marketing.

Keywords: MSMEs; Digital Marketing; Promotional Content; ChatGPT; Canva AI; Generative Artificial Intelligence

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an essential role in supporting economic growth, employment creation, and community welfare. MSMEs also provide opportunities for local communities to develop independent businesses and generate sustainable household income. However, increasing market competition and changes in consumer behaviour require MSME owners to adopt digital technology as an integral part of their marketing activities (Zuhria, 2025). Consumers increasingly rely on social media and other digital platforms to discover products, compare alternatives, interact with sellers, and make purchasing decisions. Therefore, the ability to create relevant and engaging digital promotional content has become an important competency for MSMEs. Digital marketing offers various benefits for MSMEs, including broader market reach, more efficient promotional costs, direct interaction with customers, and improved brand visibility(Amrinal et al., 2024; Podkalicka & Campbell, 202.). Social media platforms allow business owners to communicate product value through visual content, promotional captions, short videos, and digital storytelling. Nevertheless, many MSME owners still use digital platforms inconsistently and without a structured content strategy. Limited digital literacy, lack of creative ideas, insufficient design skills, and difficulties in writing persuasive promotional messages often prevent them from

maximizing digital marketing opportunities (Lestari & Hikmah Perkasa, 2024; Nutt & Schwartz, 2025). Promotional content is a critical component of digital marketing because it connects products with potential customers. Effective content should not only provide product information but also attract attention, communicate customer benefits, and encourage purchasing actions. In practice, MSME owners often experience difficulty producing content consistently due to limited time, human resources, and technical abilities. Some business owners rely on repetitive product photographs and simple sales messages that do not clearly represent their brand identity or differentiate their products from competitors. Consequently, their digital promotional activities may generate limited reach and customer engagement (Mahendral & Utami, 2024).

The emergence of generative artificial intelligence provides new opportunities for MSMEs to overcome these limitations. Artificial intelligence-based applications can assist business owners in generating creative ideas, writing promotional messages, developing visual designs, and adjusting content to specific target audiences. Among the accessible applications that can support these activities are ChatGPT and Canva AI. These tools are relatively easy to use and can assist users with limited design and copywriting experience in producing promotional materials more efficiently (Gabriel et al., 2024; Kasman et al., 2024). ChatGPT can support MSME owners in generating content ideas, identifying customer personas, writing product descriptions, developing persuasive captions, creating promotional headlines, and preparing short video scripts. Users can adjust the generated content according to their products, brand personality, and marketing objectives (Udoudom & Nwokeocha, 2023). However, effective utilization of ChatGPT requires an understanding of how to formulate clear and specific instructions or prompts. Without adequate knowledge, users may receive generic content that does not correspond to their business characteristics or target customers. Canva AI complements this process by providing accessible tools for creating visual promotional materials. Through templates and artificial intelligence-supported features, MSME owners can develop product posters, social media posts, promotional banners, presentations, and short-form visual content without advanced graphic design skills. The integration of ChatGPT and Canva AI enables MSME owners to combine AI-generated marketing messages with attractive visual designs. This integration can simplify the content production process while improving the quality and consistency of digital promotion.

Despite these opportunities, the effective adoption of artificial intelligence among local MSMEs remains constrained by differences in digital readiness, knowledge, and confidence. Some business owners are unfamiliar with generative AI, while others may perceive it as complicated or only suitable for large businesses. Therefore, training should emphasize practical demonstrations, step-by-step guidance, and direct application based on participants' actual products. A participatory training approach is important to ensure that participants do not merely understand the concepts but can also independently create promotional content relevant to their businesses. Based on these conditions, a community service program was conducted for approximately 35 MSME owners from Tegal Alur Urban Village, Kalideres District, West Jakarta. The program focused on promotional content creation using Canva AI and ChatGPT. The activity aimed to improve participants' understanding of AI-supported digital marketing, strengthen their ability to generate creative and persuasive promotional messages, and develop their practical skills in designing visual content. Through demonstrations, hands-on practice, mentoring, and evaluation, participants were expected to produce promotional materials that could be directly applied to their respective business activities.

METHOD OF IMPLEMENTATION

The community service program entitled "Empowering MSMEs through Canva AI and ChatGPT-Based Promotional Content Creation Training" was conducted on June 11, 2026, at Hilton Garden Inn Jakarta Taman Palem, West Jakarta. The program involved approximately 35 MSME owners from Tegal Alur Urban Village, Kalideres District. Participants represented various small-scale business sectors, including culinary products, beverages, fashion, handicrafts, household products, and other local businesses.



Figure 1. Stages of the Community Service Program Implementation
Source: Developed by the community service team (2026).

The program employed a participatory and practice-oriented approach. This approach was selected to ensure that participants were actively involved in the learning process and able to apply the training materials directly to their own businesses. The implementation consisted of five main stages: preparation and needs identification, introduction to digital marketing and artificial intelligence, technical demonstrations, hands-on promotional content creation, and evaluation and mentoring.

1. Preparation and Needs Identification

The preparation stage involved coordination with relevant community representatives and the identification of participants' digital marketing needs. Initial information was collected regarding the participants' business characteristics, promotional practices, familiarity with social media, and experience in using digital design or artificial intelligence applications. The training materials were then adjusted to accommodate different levels of digital literacy. The facilitators also prepared presentation materials, practical examples, prompt templates, Canva design templates, and evaluation instruments. Participants were encouraged to bring smartphones or laptops, product photographs, business logos, and basic information about their products so that the practical activities could be based on their actual businesses.

2. Introduction to Digital Marketing and Artificial Intelligence
   The first training session introduced the importance of digital promotional content for strengthening brand awareness, customer engagement, and market reach. Participants were introduced to the basic principles of effective promotional content, including understanding target customers, communicating product benefits, maintaining brand consistency, and including a clear call to action. The facilitators subsequently explained the fundamental concepts of generative artificial intelligence and its potential application in MSME marketing. Ethical and responsible use of AI was also discussed, particularly the importance of verifying generated information, avoiding misleading claims, protecting confidential business information, and adapting AI-generated content to the characteristics of each business.
3. ChatGPT and Canva AI Demonstrations
   During the demonstration stage, participants were shown how to use ChatGPT to generate content ideas and promotional messages. The demonstration covered the formulation of effective prompts, development of customer personas, generation of product descriptions, creation of social media captions, preparation of promotional headlines, and development of short video scripts. Participants were introduced to a simple prompt structure consisting of the business context, target audience, content objective, preferred communication style, and desired output format. The Canva AI demonstration focused on selecting appropriate templates, arranging visual elements, combining colours and typography, incorporating product photographs, and adapting content for different social media formats. Participants also learned how to integrate text generated through ChatGPT into visual promotional designs created using Canva AI.
4. Hands-On Promotional Content Creation and Mentoring
   Participants were required to develop at least one promotional content item for their respective businesses. They began by identifying a product, defining its target customers, and determining the objective of the promotion. ChatGPT was then used to generate content ideas, headlines, captions, product descriptions, and calls to action. The selected marketing messages were subsequently transferred into Canva AI to create visual promotional materials. Facilitators provided direct assistance to participants who experienced difficulties in writing prompts, selecting templates, editing text, arranging visual elements, or downloading the final designs. Individual feedback was provided to ensure that the resulting content was relevant, readable, attractive, and consistent with each participant's business identity.

5. Evaluation and Follow-Up
   The evaluation was conducted through participant observation, discussion, feedback questionnaires, and assessment of the promotional content produced during the training. The evaluation focused on participants' understanding of AI-supported digital marketing, ability to formulate prompts, ability to generate promotional messages, ability to design visual content, and confidence in applying Canva AI and ChatGPT independently. The promotional content was reviewed based on several criteria, including message clarity, visual attractiveness, product relevance, suitability for the target audience, brand consistency, and inclusion of a call to action. At the end of the activity, participants presented or displayed their work and received feedback from facilitators and other participants. Follow-up mentoring was recommended to support the consistent application of the skills and to monitor the implementation of AI-assisted promotional content in participants' digital marketing activities.



Figure 2. Interactive Discussion during the AI-Based Digital Marketing Training
Source: Documentation of the community service team (2026).

The training materials were delivered through interactive presentations, practical demonstrations, and discussions. Participants were encouraged to share their experiences and challenges in creating digital promotional content, as illustrated in Figure 2.

RESULTS AND DISCUSSION

The community service program was conducted on June 11, 2026, at Hilton Garden Inn Jakarta Taman Palem, West Jakarta, involving 35 MSME owners from Tegal Alur Urban Village, Kalideres District. The participants represented various business sectors, including culinary products, beverages, fashion, handicrafts, and household products. The program consisted of an introduction to AI-based digital marketing, demonstrations of ChatGPT and Canva AI, hands-on content creation, mentoring, and evaluation. Before the training, most participants had used WhatsApp or Instagram to promote their products. However, their promotional activities were generally limited to uploading product photographs with simple descriptions. Only a small number of participants had previously used ChatGPT or Canva AI for business purposes, as presented in Table 1.

Table 1. Participants' Digital Marketing Conditions Before Training

Initial condition	Number	Percentage
Using WhatsApp for promotion	31	88.6%
Using Instagram for promotion	24	68.6%
Having previously used Canva	17	48.6%
Having previously used ChatGPT for business	8	22.9%
Having a structured content calendar	4	11.4%

Table 1 indicates that participants had adopted basic digital platforms but lacked structured content planning and AI-based marketing skills. The training therefore focused on helping participants generate relevant promotional messages and convert them into attractive visual content.

Pre- and Post-Training Evaluation

The evaluation results demonstrate improvements in all assessed competencies. The average score increased from 34.8% before the training to 86.0% after the training.

Table 2. Pre- and Post-Training Evaluation Results

Evaluation indicator	Pre-training	Post-training
Understanding of AI-based digital marketing	40%	88%
Ability to formulate effective prompts	28%	84%
Ability to create promotional captions	42%	86%
Ability to design content using Canva AI	38%	89%
Ability to integrate ChatGPT and Canva AI	25%	82%
Confidence in creating promotional content	36%	87%
Average	**34.8%**	**86.0%**

The largest improvement occurred in participants' ability to integrate ChatGPT and Canva AI. Before the activity, participants generally viewed the applications as separate tools. Following the demonstrations and practical session, they could generate captions, product descriptions, and calls to action using ChatGPT and incorporate the selected messages into Canva AI designs. Participants also improved their prompt-writing skills. They learned to include product information, target customers, promotional objectives, communication style, and expected output format in their instructions. More specific prompts produced content that was more relevant to their respective businesses.

Promotional Content Outputs

During the practical session, participants were required to produce at least one promotional content item. The outputs included Instagram posts, WhatsApp posters, product advertisements, discount announcements, and customer engagement content.

Table 3. Participants Promotional Content Outputs

Practical output	Number	Percentage
Generated content ideas using ChatGPT	34	97.1%
Created promotional captions	32	91.4%
Created visual designs using Canva AI	33	94.3%
Integrated ChatGPT content into Canva AI	30	85.7%
Completed at least one promotional content item	32	91.4%
Produced content ready for publication	28	80.0%

Most participants successfully produced promotional content relevant to their products. The resulting content demonstrated clearer promotional messages, more attractive visual arrangements, and stronger calls to action than their previous promotional materials. Participants also reported increased confidence in independently creating digital content. Figure 2. Interactive Discussion during the AI-Based Digital Marketing Training Several challenges were identified during the implementation. Differences in digital literacy caused some participants to require more intensive guidance. Other challenges included incomplete prompts, limited product photographs, inconsistent brand identities, and the tendency to use AI-generated content without sufficient revision. Facilitators addressed these issues through structured prompt templates, step-by-step demonstrations, individual mentoring, and content review.



Figure 3. MSME Participants Displaying Their Products after the Training Program
Source: Documentation of the community service team (2026).

Overall, the findings demonstrate that ChatGPT and Canva AI provide complementary benefits for MSMEs. ChatGPT supports idea generation and promotional copywriting, while Canva AI facilitates visual content creation. The practical and participatory approach allowed participants to transform the training materials into tangible promotional outputs. These findings support previous community service initiatives indicating that hands-on digital marketing training can strengthen MSME owners' skills and confidence (Abdullah et al., 2024; Purwandani et al., 2024). However, AI-based tools should remain supporting instruments rather than substitutes for human creativity and business judgment. Participants must verify the accuracy of generated information and adapt it to their products, customers, and brand identities. Continuous

mentoring is therefore necessary to encourage consistent and responsible implementation of AI-supported digital marketing.

Discussion

The results demonstrate that integrating ChatGPT and Canva AI into digital marketing training can improve the knowledge, skills, and confidence of MSME owners. The increase in the average evaluation score from 34.8% to 86.0% indicates that the training successfully addressed participants' initial limitations in AI-supported promotional content creation. The combination of the two applications offered complementary benefits. ChatGPT assisted participants in developing ideas, messages, captions, and calls to action, while Canva AI helped transform those messages into visual promotional materials. This integration simplified the content production process and reduced participants' dependence on professional copywriters or graphic designers for basic promotional needs. Examples of AI-assisted promotional content developed during the training are presented in Figure 4. The gallery illustrates how ChatGPT-generated marketing messages can be integrated into Canva AI visual designs for various MSME product categories.



Figure 4. Illustrative Gallery of AI-Assisted Promotional Content for MSMEs
Source: Developed by the community service team using ChatGPT and Canva AI (2026)

The findings also reinforce the importance of experiential learning in MSME empowerment programs. Demonstrations alone may improve participants' awareness, but direct practice enables them to transform knowledge into tangible outputs. In this program, the requirement to complete promotional content encouraged participants to

apply the materials directly to their products and obtain immediate feedback from facilitators. These results are consistent with previous community service activities showing that practical digital marketing and content creation training can strengthen MSME owners' digital capabilities and confidence (Abdullah et al., 2024; Sitorus & Nesneri, 2024; Mahendra & Utami, 2024). However, the success of AI adoption is not determined solely by access to technology. MSME owners must understand their customers, product value, brand positioning, and communication objectives to generate relevant content.

The results further indicate the need for continuous mentoring. Although most participants successfully completed promotional materials, not all participants were immediately confident in applying the tools independently. Follow-up programs should therefore include content calendar development, product photography, video content production, digital branding, and social media performance evaluation. Continuous support will help participants transform the skills acquired during the training into consistent digital marketing practices.

CONCLUSIONS AND SUGGESTIONS

The community service program successfully introduced approximately 35 MSME owners from Tegal Alur Urban Village, Kalideres District, to the use of Canva AI and ChatGPT for promotional content creation. The program improved participants' understanding of AI-based digital marketing, prompt formulation, promotional copywriting, and visual content design. Participants were able to combine AI-generated marketing messages with Canva-based visual designs to produce promotional materials relevant to their respective businesses. The participatory approach, hands-on practice, and direct mentoring were effective in helping participants overcome their initial hesitation toward artificial intelligence. The training also increased participants' confidence and motivation to manage digital promotional activities independently. Nevertheless, differences in digital literacy, limited product photographs, incomplete brand identities, and the potential inaccuracy of AI-generated information remained important challenges.

Based on the implementation results, several suggestions are proposed. First, follow-up mentoring should be conducted periodically to support participants in applying the knowledge consistently. Second, future programs should divide participants into beginner and intermediate groups so that the learning materials can be adapted to their levels of digital competence. Third, additional training should cover product photography, digital branding, content calendars, short-form video production, and social media performance analysis. Participants are also encouraged to review and personalize every output generated by ChatGPT and Canva AI before publication. Product information, prices, benefits, and promotional claims must be verified to maintain accuracy and customer trust. Furthermore, collaboration among local government, universities, business communities, and private-sector partners should be strengthened to expand the program and support the sustainable digital transformation of local MSMEs.

REFERENCES

Al, M., Abdullah, F., Febrian, W. D., Perkasa, D. H., & Alhazami, L. (2024). Strategies for Utilizing TikTok in Small and Medium Enterprises' Digital Marketing. *DIJEMSS*, *6*(1). https://doi.org/10.38035/dijemss.v6i1

Alvian Gabriel, A., Dahlan Malik, A., Halim, A., Siska Prihastiti, A., & Kamaliyah, N. (2024). *EMPOWERING BAWEAN ISLAND COASTAL COMMUNITIES THROUGH FISH CRACKERS PRODUCT BRANDING AND MARKETING* (Vol. 7, Number 2).

Aminatu Zuhria, S. (n.d.). *VISUAL MARKETING TRANSFORMATION OF SOUTH JAKARTA UMKM THROUGH THE IMPLEMENTATION OF CANVA ON THE QUALITY OF PROMOTION AS A BUSINESS COMPETITOR* (Vol. 8, Number 1).

Amrina[1], U., Roswandi[2], I., & Widyanty, W. (2024). OPTIMALISASI PRAKTIKUM ERP-ODOO DI SMK : KETERAMPILAN DIGITAL MENUJU ERA INDUSTRI 4.0. In *Jalan Meruya Selatan* (Vol. 7, Number 2).

Hazar Sitorus, S., & Nesneri, Y. (2024). *SEMANGAT WIRAUSAHA: PERAN PENGETAHUAN WIRAUSAHA DAN MOTIVASI* (Vol. 7, Number 1).

Kasman, K., Retno Utami, A., Hamdanur, P., Ekonomi, F., Bisnis, D., Sahid, U., Prof, J., No, S., & Selatan, J. (2024). *EDUKASI WIRAUSAHA DAN MEMBANGUN USAHA KECIL KEPADA TUKANG OJEK PANGKALAN, KECAMATAN BOJONGGEDE, KAB. BOGOR, JAWA BARAT* (Vol. 7, Number 1).

Lestari, A., & Hikmah Perkasa, D. (n.d.). *The Effect of Luxury Brand and Brand Experience On Customer Loyalty (Coach Brand Case Study) A R T I C L E I N F O*.

Mahendra[1], A. R., & Retno Utami[2], A. (2024a). *EFEKTIVITAS PROMOSI DIGITAL MELALUI SOCIAL MEDIA FOOD INFLUENCER TERHADAP MINAT PEMBELIAN KONSUMEN* (Vol. 7, Number 2).

Mahendra[1], A. R., & Retno Utami[2], A. (2024b). *EFEKTIVITAS PROMOSI DIGITAL MELALUI SOCIAL MEDIA FOOD INFLUENCER TERHADAP MINAT PEMBELIAN KONSUMEN* (Vol. 7, Number 2).

Nutt, M., & Schwartz, G. (n.d.). *The Story Economy: Digital Storytelling in Economic and Community Development*.

Podkalicka, A., & Campbell, C. (n.d.). Understanding digital storytelling: individual "voice" and community-building in youth media programs. In *Seminar.net-International journal of media, technology and lifelong learning* (Vol. 208).

Udoudom, U. I., & Martins Nwokeocha, I. (2023). Digital Storytelling and the Promotion of Community-Led Development Initiatives in Urban Slums. *International Journal of Integrative Research (IJIR)*, *1*(2), 53–76. https://doi.org/10.59890/ijir.v1i2.27