

Optimizing the Canva Application in Designing MMT Banners as a Branding Media for PT. BPR Bank Salatiga (Perseroda)

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ABSTRACT

The rapid development of digital technology has encouraged organizations to utilize graphic design applications to create more effective promotional media. This study aims to describe the implementation of Canva in designing MMT banners as a branding medium for PT. BPR Bank Salatiga (Perseroda). A qualitative descriptive approach was employed through observation, interviews, discussions, and documentation. Observations were conducted to identify the company's promotional media needs and visual identity, while interviews and discussions with company staff were carried out to obtain information regarding design concepts, branding standards, and technical requirements. Documentation was used to record the entire design process, validation, revisions, and implementation. The data were analyzed using an interactive model consisting of data reduction, data presentation, and conclusion drawing, while credibility was ensured through technique triangulation. The findings indicate that Canva facilitates the banner design process through its templates, graphic elements, typography, layout features, and collaborative editing capabilities. The resulting banner successfully reflects the company's visual identity, fulfills branding standards, and is ready for use in promotional activities. Overall, Canva proved to be an effective, practical, and efficient design platform for developing professional branding media that supports the promotional activities of PT. BPR Bank Salatiga (Perseroda).

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1. INTRODUCTION

The development of information technology has changed various aspects of organizational activities, including marketing communication strategies and corporate branding [1]. Digital transformation encourages companies to utilize various technology-based platforms to produce promotional media that are more effective, attractive, and able to reach a wider audience [2]. In an era of increasingly competitive business competition, companies are not only required to have quality products and services, but also to be able to build a strong visual identity as a differentiator from competitors [3]. One form of implementation of this strategy is through the use of professionally designed visual promotional media to be able to convey the company's message clearly, quickly, and easily understood by the public [4].

Visual promotional media such as banners, posters, banners, and other printed media are still relevant communication tools even though digital media is developing very rapidly [5], [6]. MMT banners (Megatron/MMT Media) are still widely used because they are large in size, easily attract attention, are able to convey information concisely, and can be installed in strategic locations with high levels of community mobility [7]. Therefore, the quality of banner design is an important factor in determining the effectiveness of information delivery while strengthening the image of an organization or company. A design that is communicative, aesthetic, and in accordance with the company's visual identity will increase the attractiveness of promotions while strengthening public perception of the company's credibility.

In line with these developments, the emergence of various cloud-based graphic design applications makes it easier for agencies and businesses to produce promotional media without requiring professional design skills. One widely used application is Canva, which provides various templates, graphic elements, typography, and collaboration features that enable the design process to be carried out quickly, practically, and efficiently. Canva's presence has become an alternative that can speed up the promotional media production process while maintaining visual quality, thus increasingly being used by government agencies, companies, educational institutions, and MSMEs to support branding and marketing activities.

Although various design applications are available, the implementation of branding media in various agencies still faces a number of obstacles. Not a few companies still use promotional media with less attractive visual displays, do not have a consistent visual identity, and are not yet able to convey company information effectively to the public. This condition causes promotional media to only function as a conveyor of information, without being able to build a company image optimally [8]. This problem shows that the success of branding is not only determined by the existence of promotional media, but also by the quality of visual design that pays attention to aspects of layout, typography, color, compositional balance, and suitability with the company's identity.

This problem was also found at PT. BPR Bank Salatiga (Perseroda), which required promotional media in the form of MMT banners as a means of company branding in various promotional activities with MSMEs. Based on the observation results, the company needed a banner that was able to display a consistent visual identity through the use of an official logo, company colors, arrangement of service information, and attractive visual elements so that the public could more easily recognize the products and services offered. This need became increasingly important because PT. BPR Bank Salatiga (Perseroda) has a role as a regional financial institution that supports the development of MSMEs, so promotional media must be able to increase trust while strengthening the company's image in the community.

In addition, the promotional media design process requires coordination between the designer and the company so that the design results truly comply with the established branding standards. Not only paying attention to aesthetic aspects, but banner design must also fulfill the principles of effective visual communication through concise information arrangement, high readability, appropriate color selection, and a balanced layout [9], [10]. Therefore, an approach is needed that is able to produce quality promotional media with a more efficient process so that it can be used sustainably by the company in various promotional activities.

Several previous studies have shown that the use of the Canva application can improve the quality of promotional media in various sectors. Research by Novia et.al. (2025) explains that Canva simplifies the process of creating promotional media for MSMEs through simple design features, but produces an attractive visual appearance [11]. Similar results were also found by Fifaldyofan et.al. (2024), who stated that the use of Canva can increase the creativity of MSMEs in developing product marketing media [12]. In addition, research by Permatasari et.al. (2025) revealed that optimizing Canva contributes to improving digital marketing strategies through more professional promotional designs [13].

However, most previous research has focused on Canva training for MSMEs or improving the community's graphic design skills. Studies specifically addressing Canva's implementation in designing MMT banners as a branding tool for regional financial institutions are still relatively limited. Furthermore, few studies comprehensively describe the stages of needs assessment, stakeholder discussions, design validation, revisions, and promotional media implementation as part of a company's branding strategy. This gap underscores the need for this research to provide a more in-depth overview of Canva's implementation in supporting company branding.

Based on these issues, this study aims to describe the use of the Canva application in the MMT banner design process as a branding medium for PT. BPR Bank Salatiga (Perseroda). The research focuses on the stages of identifying the company's needs, the design process, validation with the company, and implementing the design results as a promotional medium that supports the strengthening of the company's visual identity.

This research is significant because it provides both practical and academic contributions to the development of digital technology-based branding media. Practically, the research results can serve as a reference for companies, government agencies, and MSMEs in utilizing Canva as an effective, efficient, and easy-to-implement promotional media design solution. Meanwhile, academically, this research enriches the study of the implementation of graphic design applications in visual communication strategies and corporate branding, particularly in the regional financial institution sector, which is still relatively rarely studied compared to research on the MSME sector and educational institutions.

2. METHOD

This study uses a qualitative descriptive approach with the aim of describing in depth the process of utilizing the Canva application in designing MMT banners as a branding medium for PT. BPR Bank Salatiga (Perseroda). The qualitative descriptive approach was chosen because it is able to provide a systematic description of each stage of promotional media design, starting from identifying company needs to implementing the final design as a branding medium. The research was conducted at PT. BPR Bank Salatiga (Perseroda), in the context of implementing the Real Work Lecture (KKN) program, so that the research process was carried out directly through the active involvement of researchers together with the company in solving the problems faced.

The research subjects included the staff of PT. BPR Bank Salatiga (Perseroda), specifically the department responsible for the company's promotional and branding activities. The object of the research was the process of utilizing the Canva application in designing MMT banners used as a promotional medium for the company's fostered MSME activities. The research focused on the banner design process, the application of the company's visual identity, the use of Canva's features, and the implementation of the design results as a ready-to-use branding medium.

Data collection techniques were carried out through observation, interviews, or discussions, and documentation. Observations were carried out directly within the PT. BPR Bank Salatiga (Perseroda) environment to identify the company's needs for promotional media to be developed. At this stage, researchers observed previously used promotional media, the characteristics of the company's visual identity, the use of logos, company colors, the types of services to be promoted, and the information that needs to be displayed on the MMT banner. The results of the observations became the basis for determining a design concept that suits the company's needs.

Furthermore, data collection was conducted through interviews and discussions with the staff of PT. BPR Bank Salatiga (Perseroda). This activity aimed to obtain information regarding the desired design concept, placement of visual elements, company identity standards, preparation of service information, and various technical inputs required during the banner design process [16], [17]. Discussions were conducted flexibly, both in person and through online communication media, so that the coordination process could take place effectively until a design that met the company's needs was obtained. In addition, documentation was used to record the entire research process, including observation results, discussion documentation, the design creation process using Canva, validation results, design revisions, and the final design that had been approved by the company as evidence of research implementation [18].

The research was conducted through several interconnected stages. The first stage was observation, which involved identifying the company's needs for the promotional media to be developed. The second stage involved needs analysis and discussion, which involved gathering information on design concepts, content development, visual identity, and the desired branding objectives. The third stage was design development, which involved creating an MMT banner using the Canva app, utilizing various features such as templates, graphic elements, typography, grids, and layout settings to create an attractive, communicative design that aligns with the company's visual identity standards.

The next stage is design validation and revision. At this stage, the banner design results were evaluated by PT. BPR Bank Salatiga (Perseroda) staff will assess the suitability of the use of the logo, company colors, layout, typography, and the completeness of the information displayed. Various inputs obtained were used as the basis for refining the design until it met the company's branding standards. After the entire revision process was completed, the research entered the implementation stage, namely the submission of the final design to the company in digital format, ready to be used or printed as an MMT banner. This implementation aims to support the company's promotional activities while strengthening the visual identity of PT. BPR Bank Salatiga (Perseroda) is involved in various promotional activities with MSMEs.

Data analysis was conducted descriptively and qualitatively using an interactive analysis model that includes data reduction, data presentation, and drawing conclusions [19]. The data reduction stage was carried out by selecting the results of observations, interviews, and documentation related to the process of utilizing Canva in banner design. Next, the data were presented systematically in the form of a narrative description that describes each stage of the research. The final stage was carried out by drawing conclusions based on the results of the analysis of all data to obtain an overview of the effectiveness of utilizing the Canva application in producing branding media that suits the needs of PT. BPR Bank Salatiga (Perseroda).

To ensure the credibility of the research results, technical triangulation was carried out, namely, by comparing information obtained through observation, interviews, or discussions, and documentation. [20], [21]. The resulting design was also validated directly by PT. BPR Bank Salatiga (Perseroda) staff so that the final design truly complies with the company's visual identity, promotional needs, and branding standards before being implemented as an official promotional medium.

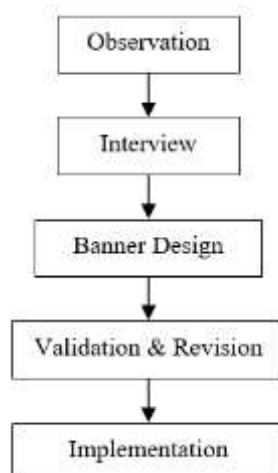


Figure 1. Research Diagram

3. RESULTS AND DISCUSSION

3.1. Observation Results on the Branding Media Needs of PT. BPR Bank Salatiga (Perseroda)

The observation phase was conducted directly within PT. BPR Bank Salatiga (Perseroda) with the aim of identifying the current promotional media and the company's needs for branding media development. Observations were conducted through examining available promotional media, the company's visual identity, logo characteristics, corporate color usage, service information presentation, and the implementation of promotional media in collaborative activities with MSMEs.

Observations show that PT. BPR Bank Salatiga (Perseroda) has used various promotional media in its product and service marketing activities, but not all of them have consistent visual standards. Some banners used by MSME partners still display variations in layout, logo size, color combination, and different information arrangement, so that the company's identity is not displayed uniformly on each promotional medium. This condition has the potential to reduce the strength of the company's branding because the public gets a different visual experience on each medium used.

Furthermore, observations revealed that previously used promotional media focused more on conveying product information than on establishing a corporate identity. The information displayed was relatively comprehensive, but it wasn't structured according to visual hierarchy principles, so the audience's attention wasn't fully focused on the main information. Several visual elements also appeared to fill the banner space without paying attention to compositional balance, resulting in less than optimal readability from a distance.



Figure 1. Company Logo

PT. BPR Bank Salatiga (Perseroda) is dominated by the color blue. The use of yellow in the MMT banner design was chosen as a supporting element for branding because it has high visual appeal and is able to give a cheerful, energetic impression, and easily attracts the audience's attention [22]. This color is the main element that must be maintained in the banner design process because it functions as a representation of the company's image in the eyes of the public. Therefore, all design elements developed must be able to accommodate these visual identity standards in order to produce consistent promotional media.

Observations also showed that the MMT banner serves a dual purpose: as a promotional medium for MSME products and as a branding tool for the company. Therefore, the design developed must not only be visually appealing but also strike a balance between information about MSMEs and the identity of PT. BPR Bank Salatiga (Perseroda). This finding served as the basis for developing the design concept using the Canva app.

3.2. Results of Interviews and Discussions with Staff of PT. BPR Bank Salatiga (Perseroda)

After the observation process was completed, the next stage was data collection through interviews and discussions with staff at PT. BPR Bank Salatiga (Perseroda). This activity aimed to obtain more in-depth information regarding the company's needs for MMT banner design, the visual standards that must be applied, and the company's expectations for the branding media to be developed.

Interview results indicated that the company desired a banner that could professionally display its identity without compromising its primary function as a promotional medium for MSMEs. According to company staff, the banner design should be simple, easily understood by the public, yet still possess high visual appeal. Therefore, the use of corporate colors, the company's official logo, easy-to-read typography, and concise information presentation were key aspects that must be met during the design process.

The discussion also resulted in several technical provisions that served as guidelines for the design. The company directed that the logo be placed in a prominent position as the primary identity. Furthermore, product or

service information should be placed in a prominent area for quick reading. Furthermore, the graphic elements used should be moderate to avoid distracting readers from the main information.



Figure 2. Interview Conversation and Discussion with Staff

Another finding from interviews indicated that the company desired promotional media that could be easily updated when information changed. Therefore, the Canva app was chosen because it allows for quick editing through templates that can be reused across various promotional activities. This eliminates the need to create a new design each time the promotional content changes.

Based on the interview results, it's clear that the company needs to extend beyond visual design quality to the efficiency of promotional media management. Therefore, Canva's success isn't measured solely by its aesthetics, but also by its ability to facilitate the company's ongoing branding efforts.

3.3. Banner Design Using the Canva Application

Based on the needs identification results, the next step was banner design using the Canva app. Canva was chosen based on its ease of use, availability of professional templates, diverse collection of graphic elements, and ability to produce high-quality designs without the need for complex design software.

The design process begins with determining the banner size according to MMT standards and then establishing a hierarchy of information based on visual communication principles. The company logo is placed at the top as the primary identity, while service information is placed in the center with a larger font size for easy reading. Meanwhile, supporting information, such as company contact information and regulatory elements, is placed at the bottom, concluding the design composition.

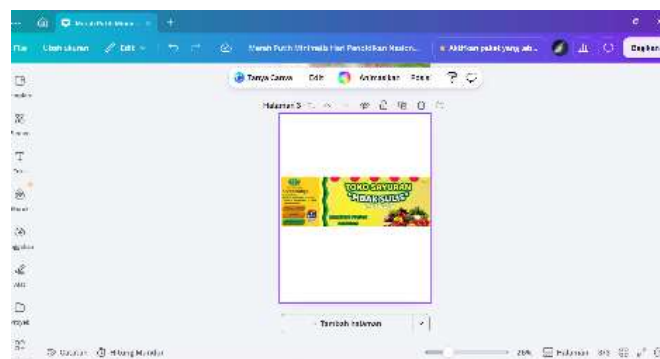


Figure 3. Design Process

In addition to layout, the design process also considers the principles of visual balance, color contrast, *white space*, and readability. The use of yellow as the dominant color is because it strengthens the visual appeal of promotional media. The choice of yellow is not intended to replace the company's visual identity, but rather as a design strategy so that the banner is more able to attract the audience's attention. Thus, the design results not only meet the aesthetic aspects but also strengthen the company's image.

Using Canva's features like *grids*, *guidelines*, *font pairings*, and graphic element libraries speeds up the design process. Compared to professional design applications that require high levels of skill, Canva allows for a more efficient design process, making it ideal for community service activities with limited time.

3.4. Joint Design Validation with Stakeholders

The next stage is design validation with staff from PT. BPR Bank Salatiga (Perseroda). Validation is carried out as a form of collaboration between the service team and end users to ensure the resulting design meets company standards.

Validation results indicate that the design generally meets the company's needs, particularly in terms of visual identity, color composition, layout, and service information presentation. However, the company made several recommendations for improvement, including adjusting certain colors to better align with company standards, refining service information, and adding supporting graphic elements.



Figure 4. Approved Design Validation Results

The revision process based on stakeholder input is an indicator that promotional media development is conducted in a participatory manner. This approach results in designs that are more adaptive to user needs than those created solely based on the designer's perceptions. User involvement in the validation process also increases the likelihood of the promotional media being implemented sustainably by the company.

3.5. Implementing Banners as Branding Media

After going through a validation and revision process, the MMT banner was implemented by submitting the final design to PT. BPR Bank Salatiga (Perseroda). The final design was provided in several digital formats: PDF Print, PNG, JPEG, and a Canva template link so the company could print or modify it independently if needed.

The implementation demonstrated that the resulting promotional media met the company's needs in supporting MSME branding and promotional activities. The banners had a more professional appearance than previous media because they consistently integrated the company's visual identity into every design element.

Besides being an information medium, banners also serve as a visual communication tool that can increase public awareness of a company. Consistent use of the company's logo, colors, and concise presentation of information make banners more recognizable, thus contributing to the development of a positive corporate image.

3.6. Discussion

The results of the community service program demonstrate that the use of the Canva application has significantly contributed to the branding media development process of PT. BPR Bank Salatiga (Perseroda). Canva's main advantages lie in its ease of use, editing flexibility, and the availability of a variety of visual elements that can be customized to the company's needs. This accelerates the design process without compromising the quality of the resulting visuals.

From a visual communication perspective, the success of a banner is not only influenced by aesthetic aspects, but also by the design's ability to convey information effectively [9]. The arrangement of information hierarchy, compositional balance, typography selection, and the use of corporate colors are the main factors that determine the success of branding media [23], [24]. This shows that graphic design principles have an important role in increasing the effectiveness of corporate communication to the public.

The findings of this study are in line with research by Permatasari et al. (2025), which stated that Canva is able to improve the quality of MSME promotional media by providing easy-to-use design features [25]. Similar results were also found in research by Alamsyah (2024), which showed that Canva increases promotional effectiveness because it provides various professional visual elements that can be utilized by users without advanced design skills [26].

Furthermore, research by Putri and Weking (2024) explains that using Canva can produce print-ready promotional media with good visual quality through high-resolution exports [27]. The results of this community service strengthen these findings because the resulting banner can be used directly as a company branding medium without requiring additional editing.

However, this activity also identified several limitations. First, the effectiveness of banners as a branding medium was not measured using quantitative indicators such as increased brand awareness, visitor numbers, or customer base after banner use. Second, the evaluation focused solely on internal company assessments, thus not

incorporating public perception as the primary target audience for the promotional media. Third, some Canva features require a Canva Pro account, which poses limitations when implemented in institutions without a subscription.

Overall, this community service activity demonstrates that Canva is an effective alternative design tool for supporting corporate branding activities. The participatory approach, involving stakeholders from the observation stage to validation, resulted in promotional media that not only meet aesthetic requirements but also meet user needs. Therefore, Canva can be recommended as a practical solution for government agencies, MSMEs, and other organizations in developing professional, efficient, and easy-to-implement branding media.

4. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the use of the Canva application in designing MMT banners as a branding medium for PT. BPR Bank Salatiga (Perseroda) is able to provide an effective solution in producing promotional media that is attractive, communicative, and in accordance with the company's visual identity. The results of the observation show that the company needs branding media that have consistent visual standards to be able to strengthen the company's image while supporting promotional activities with MSMEs. Through the process of interviews and discussions with company staff, various information was obtained regarding design needs, logo usage standards, corporate colors, layout, typography, and information presentation that became references in the banner design process.

Using the Canva app has been proven to simplify the design process through various available features, such as templates, graphic elements, layout settings, typography, and collaborative editing, which allow for a faster, more flexible, and more efficient design process without compromising the quality of the design. In addition to producing banners with high aesthetic value, using Canva also makes it easier for companies to update designs if there are changes in information or promotional needs in the future.

The validation results show that the designed banner has met the branding needs and standards of PT. BPR Bank Salatiga (Perseroda), both in terms of the use of the company's visual identity, information readability, compositional balance, and visual communication quality. Although there were several improvements during the revision process, the input provided by the company was able to improve the quality of the design so that the final product was deemed suitable for use as a company branding medium.

Based on the results of data analysis through data reduction, data presentation, conclusion drawing, and credibility testing using technical triangulation, it was found that the data from observations, interviews, and documentation showed the suitability of information regarding the effectiveness of Canva utilization in the MMT banner design process. Thus, this study shows that the Canva application not only functions as an easy-to-use graphic design tool but is also able to support the strengthening of the company's visual identity, improve the quality of promotional media, and provide a practical, efficient, and sustainable alternative for PT. BPR Bank Salatiga (Perseroda) supports company branding activities.

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