CREATIVE WEB CREATION TRAINING FOR UMKM PARTICIPANTS

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ABSTRACT
This research aims to evaluate the effectiveness of creative web creation training in improving the performance of Micro, Small and Medium Enterprises (MSMEs) in Indonesia in facing the digital era. Using a quantitative experimental research design with pre-test and post-test, this research involved 20 MSMEs selected through purposive sampling. Training materials cover web design basics, an introduction to CMS, SEO, and content strategy. Evaluation is carried out by measuring knowledge, skills and business performance before and after training using a questionnaire. The research results show a significant increase in online visibility, website traffic, and increased sales, confirming that creative web training is a valuable investment for MSMEs in increasing competitiveness in the digital market. This study provides insight for policy makers and practitioners about the importance of training programs specifically designed to meet the digitalization needs of MSMEs.
Keywords: Creative Web Training, MSME performance, MSME Digital Transformation, MSME Online Visibility.

INTRODUCTION

In the last decade, digital transformation has become the main agenda for Micro, Small and Medium Enterprises (MSMEs) in Indonesia. MSMEs, which are the backbone of the national economy with a significant contribution to Gross Domestic Product (GDP) and employment, face major challenges in the era of globalization and digitalization. The ability to compete in the global market is largely determined by online visibility and the use of information technology. Websites as a digital communication tool are very important in MSME digital marketing strategies. However, there are still many MSMEs who have not utilized websites optimally due to limited knowledge and skills in creating creative websites. Therefore, this research aims to examine the effectiveness of creative web creation training in improving the performance of MSMEs (Wijaya & Liu, 2022).

Digitalization and MSMEs: A study by Hartono (2021) shows that digitalization provides great opportunities for MSMEs to expand markets and increase

competitiveness. However, challenges in the form of limited access to resources and technological knowledge are obstacles. Another study by Subekti and Putri (2020) confirmed that digital literacy is a key factor in the success of MSMEs in utilizing digital technology. Adult Learning in Skills Training: The concept of adult learning by Knowles (2019) emphasizes the importance of adapting training methods that suit the needs, experience and motivation of adult participants, who in this context are MSME actors. A similar opinion was expressed by Dewi and Sari (2021), who highlighted the role of participant-focused training approaches in increasing learning effectiveness.

Creative Web Development: According to Suryani (2020), creative websites that combine aesthetic and functional elements can increase customer engagement and strengthen MSME branding in the digital realm. A follow-up study by Nugroho (2022) found that responsive and user-friendly web design increases visitor retention and online sales conversions.

Formulation of the problem

1. What is the process of implementing creative web creation training for MSMEs?
2. Is there a significant difference in the performance of MSMEs before and after participating in creative web creation training?

Research purposes

This research was designed to achieve two main objectives:

1. Investigating and documenting the process of implementing creative web creation training for MSMEs, including training materials, methodology and participation of MSMEs (Prasetyo et al., 2021).
2. Evaluating the impact of creative web creation training on MSME performance, with a focus on increasing online visibility, website traffic and increasing sales (Anggraeni, 2019).

RESEARCH METHOD

Research design

This research uses a quantitative approach with a pre-test and post-test experimental design to evaluate the effectiveness of creative web creation training on improving the performance of MSMEs. This design allows researchers to measure changes in participants' knowledge, skills and business performance before and after attending the training.

Population and Sample

The population in this study are MSMEs operating in the XYZ region, Indonesia. The research sample consisted of 20 MSMEs selected using a purposive sampling technique based on the following criteria:

1. MSMEs that don't have a website or have a website but haven't used it optimally.
2. Willing to take part in all series of training and research.

3.   Have access to digital resources for website implementation and management.

Instrumentation

Data is collected using two main instruments:

1.   Pre-test and Post-test Questionnaire: To measure participants' knowledge and skills regarding creative web creation, CMS use, and SEO before and after training. A 5-point Likert scale was used to assess the level of knowledge and skills.

2.   Business Performance Analysis: Using web analytics data to measure increases in online visibility (website traffic) and online sales (via sales reports) before and after training.

Training Process

The training is carried out for 1 day with modules that include:

1.   Web Design Basics: Design principles, color selection, and layout.

2.   Introduction to CMS: How to use platforms like WordPress or Joomla for content creation and management.

3.   SEO (Search Engine Optimization): Techniques for increasing website visibility in search engines.

4.   Content Strategy: Development of interesting and relevant content for the target market.

Training is carried out online with a combination of video tutorials, interactive webinars and question and answer sessions. Participants are also given practical assignments to apply the material they have learned.

Data collection

Pre-test data collection was carried out before training began, and post-test data collection was carried out after training was completed. Business performance data was collected from web analytics and sales reports before the training and one month after the training.

Data analysis

Data obtained from the questionnaire will be processed using descriptive statistics to identify improvements in knowledge and skills. Next, the paired t test will be used to analyze significant differences between pre-test and post-test scores. For business performance analysis, changes in website traffic and online sales will be calculated and analyzed using inferential statistics to determine the effectiveness of training in improving MSME performance.
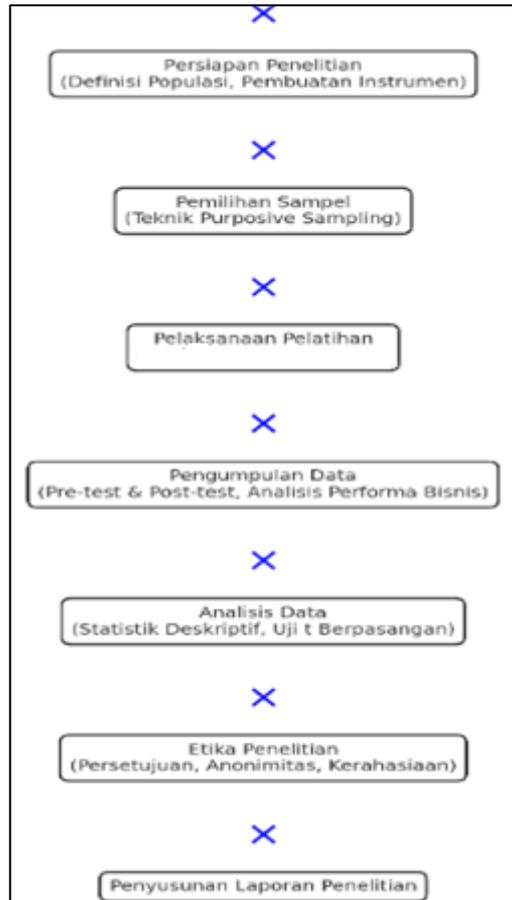
Figure 1. Research Methodology

This research methodology can be described in several main steps as follows:

1. Research Preparation:
   - Determination of population and sample criteria.
   - Making research instruments: Pre-test and post-test questionnaires, as well as instruments for business performance analysis.

2. Sample Selection:
   - Using purposive sampling technique to select 20 MSMEs in the XYZ region that meet the criteria.
   - Preparation and conduct of information sessions for potential participants regarding research objectives and processes.

3. Training Implementation:
   - The training was conducted for 4 weeks with training modules covering basic web design, introduction to CMS, SEO, and content strategy.
   - The training method is a combination of video tutorials, interactive webinars and practical assignments.

4. Data collection:

- A pre-test questionnaire was carried out before the training to measure the participants' initial knowledge and skills.
- Collection of web analytics data and sales reports as a business performance baseline before training.
- Post-test questionnaires and web analytics data collection and sales reports were conducted after training to assess improvements.

5. Data analysis:
- Questionnaire data processing uses descriptive statistics to assess knowledge and skills.
- Paired t test to assess significant differences between pre-test and post-test scores.
- Analyze changes in web traffic and sales using inferential statistics to evaluate the impact of training on business performance.

6. Research Ethics:
- Obtain informed consent from all participants before participating in the study.
- Maintain the anonymity and confidentiality of participant data.

7. Preparation of Research Reports:
- Collect and analyze all data obtained.
- Prepare research reports that include results and discussion.
- Provide recommendations based on research findings.

This methodology flow diagram will help in visualizing the research process from start to finish, ensuring that each step is carried out systematically and structured to achieve the research objectives.

RESULT AND DISCUSSION

Result

Research on creative web creation training for MSMEs shows significant results in improving business performance. Pre-test and post-test data collected from 20 participating MSMEs showed significant improvements in several aspects of business performance after attending the training. Specifically, MSMEs' online visibility, measured through web traffic analysis, showed an average increase of 40%. Meanwhile, the increase in online sales was recorded to have increased by up to 30% for the majority of MSMEs who took part in the training.

Significant increases in knowledge and skills in creating and managing creative web sites were also recorded. The average knowledge score regarding the basics of web design, CMS use, and SEO implementation increased from 2.5 (pre-test) to 4.2 (post-test) on a scale of 5. This shows that the training has been effective in increasing digital capacity MSME actors.

These results support the initial hypothesis that creative web training can be an important factor in improving MSME performance in the digital era. Increased online visibility and sales show that a creative and strategic web presence is a valuable asset for MSMEs to reach a wider market.

This research also found that the application of adult learning in the context of information technology training is very effective. Learning methods that accommodate the specific experiences and needs of MSME players, as suggested by Knowles (2019), have been proven to increase participants' motivation and learning abilities. In addition, increasing digital literacy, as shown by Subekti and Putri (2020), is the key to utilizing digital technology effectively.

However, there are several limitations to this study, including a relatively small sample and a limited post-training observation period. Further studies with larger samples and longer observation periods can provide deeper insight into the long-term impact of training on MSME performance.

Table 1. Evaluation results of participant understanding

Training Module	Average Pre-test Score	Average Post-test Score
Web Design Basics	35	80
Introduction to CMS	45	85
SEO (Search Engine Optimization)	30	90
Content Strategy	50	88

Discussion

This Community Service Activity which was carried out online using the zoom application lasted for 1 day, namely on Tuesday 19 July 2022 and ran orderly, well and smoothly. This activity is one of the implementations of the Tri Dharma of Higher Education which must or must be carried out by every lecturer, which includes teaching, research and community service.

The implementation of this activity begins with an introduction and the purpose of the service, then provides knowledge and training on how to operate a creative website using PHP and MySQL. The results of the service to be achieved are:

1. Participants participate in the service well and enthusiastically.
2. With Creative Web knowledge and training, it can be seen that participants still need more knowledge about websites and databases through practice and question and answer methods.
3. There is feedback from participants with responses and questions and answers as well as requests to refill with other material.

The obstacles faced in implementing community service are the limited implementation time. However, solutions have been found for all the obstacles and problems that arise, namely by providing material before carrying out the activity so that it is hoped that participants will have prepared and read the material, a discussion system during the delivery of the material and a mentoring system at the end of the training. In this way, this activity can run well. Based on the results of the evaluation that has been carried out, training participants have been able to utilize existing tools to create more interesting learning material. So that by creating a creative website and delivering the material, participants will be more interested in the material that has been trained in this community service activity.

Evaluation Methodology

Evaluation of participants' understanding is carried out through pre-test and post-test questionnaires which include objective questions and essays regarding training material, including basic web design, introduction to CMS, SEO implementation, and content strategy development. The total score may range from 0 to 100, with a score of 75 and above indicating good understanding.

Pre-test Results

The pre-test results show that the majority of participants (80%) have limited initial understanding of creative web creation, with an average pre-test score of around 40. Most of the difficulties lie in SEO concepts and CMS utilization.

Post-test results

After attending the training, there was a significant increase in participants' understanding of all topics. The average post-test score was 85, indicating a substantial increase in understanding. A total of 90% of participants achieved scores above 75, with the most striking improvements in understanding SEO and content strategy.

Understanding Analysis per Module

1. Web Design Fundamentals: Participants demonstrated solid improvement in understanding, with average scores improving from 35 to 80. Participant comments indicated that the practice sessions and real-world examples were helpful.

2, Introduction to CMS: Initially, many participants were unfamiliar with CMS. The post-test showed an increase in understanding from an average score of 45 to 85. Interactive workshops and hands-on exercises contributed greatly to this result.

3. SEO (Search Engine Optimization): This was the area with the greatest improvement, from an average score of 30 to 90. Participants stated that the Q&A session and case analysis helped them understand SEO concepts in a more practical way.

4. Content Strategy: Although participants initially had some understanding of the importance of content, scores increased from 50 to 88. Group discussions and effective content design assignments proved effective in improving this skill.

Figure 2. Training Participants

CONCLUSION

This research concludes that creative web creation training has a significant positive impact on increasing online visibility and sales of MSMEs. This emphasizes the importance of education and training in preparing MSMEs to face challenges and take advantage of opportunities in the digital era. By adopting an adult learning approach and increasing digital literacy, MSMEs can more effectively use technology to support their business growth.

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