



Digitalization of MSME Business Planning in Cigugurgirang Village, Parongpong, West Bandung Regency

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Abstract

This community service program aims to enhance the business management quality of Micro, Small, and Medium Enterprises (MSMEs) in Cigugurgirang Village by applying appropriate technology, specifically digitalization of business planning. The problems identified include the ineffective use of technology in business management, both for marketing, product, and process innovation, human resource competency, and limited access to capital as well as suboptimal management of the cost of goods sold. The solution to these problems by the Community Service team was carried out by designing a business planning guide using the design thinking approach, including survey activities, workshops, manual template preparation, training, digitalization, and trials. The manual template is accompanied by a guide to filling out business plans. From business ideas and marketing, human resource management, operations and production, to finance, training was provided. Business planning from manual templates was transformed into digital templates using Google Workspace devices, whose documents were stored in the cloud and accessed via Google Drive, utilizing QR codes for MSME users. The digitalization of business planning is expected to further assist MSMEs in increasing the effectiveness of technology use and enhancing business innovation capabilities.

Keywords: Digitalization, Planning, Business, MSMEs

Introduction

According to data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia will reach 64.2 million by the end of 2024. With the rapid growth of e-commerce, the role of MSMEs in the digital ecosystem contributes significantly to the overall value of ecommerce transactions, through an increase in the number of MSMEs transitioning to digital platforms. MSMEs are a dominant sector in Indonesia's economic structure and serve as the backbone of the national economy. MSMEs contribute 61.07 percent to Indonesia's GDP, or IDR 8,573.89 trillion ([Lestarin, Ade Hapsari, 2025](#)).

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However, MSMEs still face various challenges, such as limited access to financing, the need for equitable distribution and optimal utilization of digital technology, a lack of innovation in business aspects, especially planning, and weak legality and managerial capacity. These conditions require MSMEs to return to the fundamentals of business management through sound business planning.

MSMEs in rural areas play a crucial role in absorbing labor and meeting local consumption needs. Rural MSMEs still face various obstacles, such as limited access to capital, low technological literacy, conventional marketing strategies, and the lack of structured business planning. One village that demonstrates a strong commitment to MSME development is Cigugurirang Village, Parongpong District, West Bandung Regency. With a population of approximately 14,869, the majority of whom are farmers, the village has more than 100 MSMEs operating in the food, beverage, livestock, agriculture, and handicraft sectors. A preliminary survey provides a direct overview of the management of MSMEs in Cigugurirang Village, Parongpong District, West Bandung Regency.

One indication of the challenges facing MSMEs in rural areas is the lack of effective implementation of appropriate technology to support MSME managers in addressing marketing, production, financial, and human resource issues. MSMEs, facing the challenges they face, require assistance in developing business plans, particularly in developing the skills and understanding necessary for better market access and business management ([Indarto, Budiati, & Lestari, 2024](#)). Equally important is an understanding of the effective use of information technology in the current digital era. The implementation of digitalization for MSMEs requires the adoption of technology due to its significant contribution to MSME empowerment, with the goal of market expansion, operational efficiency, and product innovation ([Satriani, Andini, & Yulianto, 2024](#)).

Therefore, a simple, applicable, and easily accessible business planning guide is needed, both in manual/printed and digital formats. This guide aims to encourage MSMEs to understand business ideas, develop marketing plans and strategies, understand product and service production and product innovation, manage human resources (HR), and manage finances using digital applications, all of which can contribute to sustainable business growth. Digitizing business planning for MSMEs is an effective strategy for transforming information from manual templates into a digital format that MSMEs can flexibly access. Manually compiled templates are transformed into a digital format so they can be accessed via a link or Quick Response (QR) Code. A QR code, a type of barcode, typically appears as a small white box with black or colored geometric shapes, which can be read by a smartphone with a QR reader application, and this QR is a quick scan that directly connects users or MSMEs to videos, web pages, and simple text messages ([Bashir, Naik, & Madhavaiah, 2013](#)).

Developing business plans for MSMEs using QR codes can be a digital innovation aimed at making it easier for MSMEs to access important documents anytime and anywhere, simply by using a simple device like a smartphone connected to the internet. This digitalization aligns with the Technology Acceptance Model (TAM) concept developed by [Bashir et al. 2013](#), a theory commonly adopted to understand user acceptance of various types of information systems (e.g., online learning systems). Over the years, especially during the COVID-19 pandemic, various information systems theories have been integrated into the TAM to better understand user intentions in accepting online learning ([Mustafa & Garcia, 2021](#)).



The use of QR codes and links as access media in this context is expected to strengthen perceptions of ease and benefit, thereby increasing digital adoption by MSMEs. Utilizing digital technology, as a challenge faced by MSMEs, can be addressed by effectively utilizing digital devices, particularly smartphones, as physical assets optimized for business purposes. Separating personal and business devices will help maintain operational focus and enhance the professionalism of MSMEs. This is reinforced by findings from the ([OECD, 2021](#)) which shows that the professional use of digital devices, including information and communication management systems, has a significant impact on the productivity and efficiency of MSMEs.

Business planning related to business ideas and marketing using digitalization encompasses the marketing mix, including leveraging economically valuable environments, product innovation, promotions using social media, or other digital marketing applications ([Aisyah & Rachmadi, 2022](#)). The use of smartphones for document management also plays a strategic role in supporting digital marketing. Platforms such as social media (Facebook, Instagram) and marketplaces (Shopee, Tokopedia) are important channels for expanding the market reach of MSMEs. According to ([Kaplan & Haenlein, 2010](#)) Social media provides opportunities for small businesses to engage with customers, build brand image, and expand product exposure at relatively low costs. Digital marketplaces, on the other hand, enable MSMEs to compete more broadly without the need for a physical store. ([Chatterjee & Kar, 2020](#)) noted that e-commerce integration significantly contributes to MSME revenue growth in developing countries.

Regarding digitalization in financial management, applications are needed to facilitate simple financial recording, thereby increasing capacity, quality, and competence in preparing application-based financial reports. Limited human resources with technological skills and capabilities, including digitalization, are a challenge for MSMEs, especially in facing competition in the domestic and export markets ([Wijaya, Rahmaita., Murniati, Nini, & Mariyanti, 2023](#)).

The explanation above illustrates the need for integration in business planning, from business ideas and marketing activities, operations and production, to HR and financial management, through document completion or templates, which are then digitized. This digitalized approach to business planning ([Wijaya, Rahmaita, Murniati, Nini, & Mariyanti, 2023](#)) can be called e-business because it meets the e-business requirements: business actors, information technology, activities with targets and objectives for sharing information, and the ability to increase productivity and integrate business activities.

This community service program aims to provide real solutions through the application of appropriate technology through the digitalization of MSME business planning in Cigugur Village, Parongpong, West Bandung Regency. The program's tangible outcome is expected to improve the quality of business management, which will ultimately boost community welfare and economic growth in West Bandung Regency.

2. Literature Review

Digitalization has become a crucial driving force in the development of Micro, Small, and Medium Enterprises (MSMEs), particularly in developing more adaptive and data-driven business plans. ([Santoso, Rizal, Wijaya, & Subagja, 2025](#)) emphasize that digital transformation enables MSMEs to access broader markets, manage operations efficiently, and



develop more accurate and measurable business strategies through the support of data-driven technology and management information systems.

Research by ([Khairunnisah, Azim, Alfarisi, & Junaedi, 2024](#)) demonstrates that digital-based financial planning can significantly improve MSME performance. The use of financial applications and digital business planning systems has a direct impact on operational efficiency, expenditure planning, and measurable increases in profitability. In this regard, technology is not only a tool but also a strategic element in business decision-making.

The Diffusion of Innovation Theory, developed by ([Rogers, Singhal, & Quinlan, 2014](#)), explains how innovations are introduced, adopted, and disseminated within society through five main stages: knowledge, persuasion, decision, implementation, and confirmation. In the context of MSME empowerment, this theory is highly relevant to describing how microenterprises accept innovations in the form of digital business management templates. Ease of access and relevance to MSME needs are key factors in the adoption stage.

The Technology Acceptance Model (TAM) used in this activity analyzes the extent to which MSMEs are willing and able to adopt the provided digital templates in their business management. Similar activities have shown that MSMEs exhibit high enthusiasm for training, particularly in utilizing technology to promote products, calculate costs, and conduct production more effectively and efficiently ([Helmi, et al., 2025](#)).

The Resource-Based View (RBV) with its valuable, rare, inimitable, and organized (VRIO) analysis, positively contributes to MSMEs gaining a competitive advantage ([Aisyah & Rachmadi, 2022](#)). This is one of the research findings that demonstrates the need for business organizations, including MSMEs, to have a competitive advantage derived from internal resources. The digital templates provided to MSMEs represent a strategic information resource with the potential to increase efficiency, professionalism, and business competitiveness. In other words, this digital intervention acts as an intangible asset that can support business growth.

Socio-Technical Systems Theory, developed by ([Trist, Murray, & Trist, 2016](#)), emphasizes the importance of integrating social and technical systems in implementing technology. SocioTechnical Systems Theory (STS) was developed and applied to MSMEs by embedding dynamic capabilities into the socio-technical core in response to the pandemic ([Chaudhuri, Jayaram, & Mishra, 2021](#)). The successful implementation of digital templates depends not only on the availability and design of the technology, but also on the readiness of business actors to accept, use, and integrate it into daily business practices. Therefore, this approach underscores the importance of training, community support, and social adaptation processes in digitalization initiatives.

On the other hand, the readiness of MSME leaders to manage technological change is a crucial aspect of successful digital transformation. ([Reuschke, Mason, & Syrett, 2022](#)) highlight the importance of adaptive leadership patterns and digital skills in responding to new technologybased business opportunities. Leaders who understand digitalization trends can guide their companies to adapt more quickly to market changes and consumer demands.

Human resources are also a major challenge. ([Artanto, Kusnarto, & Sholihatin, 2022](#)) state that the success of MSME digitalization depends on the readiness of human resources, particularly in terms of digital literacy and mental readiness for change. Without adequate training, many MSMEs struggle to transition from manual to digital systems, particularly in rural areas with limited infrastructure.

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([Yetty, Senuk, & Pratama, 2022](#)) emphasize the importance of contextual and sustainable community-based training, and their study shows that digitalization training for MSMEs can significantly improve knowledge and skills with a simple and practical approach. In Cigugurgirang village, this approach is particularly relevant because the majority of micro- and medium-sized businesses are not yet fully familiar with technology.

The organizational model perspective developed by ([Gonzalez-Varona, López-Paredes, Poza, & Acebes, 2024](#)) states that an organizational competency framework for digital transformation is necessary for successful digitalization, relying not only on technology but also on the readiness of organizational structures, communication patterns, and organizational learning to face change.

Overall, recent literature shows that digitalization offers significant opportunities for MSMEs to develop responsive, efficient, and data-driven business plans. However, success is greatly influenced by individual and organizational readiness, training support, and a digital approach tailored to local characteristics. Therefore, the implementation of digitalization in rural MSMEs, such as in Cigugurgirang Village, needs to consider social, cultural, and institutional support aspects to ensure digital transformation is truly sustainable. The use of digital technology in MSME business planning has been shown to significantly strengthen operational resilience and effectiveness. A study by ([Sudirman, Astuty, & Aryanto, 2025](#)) illustrates that entrepreneurial orientation and digital competency among business actors—combined with sustainable resilience strategies—encourage the adoption of digital technology in MSMEs, including the use of e-commerce, data analytics, and adequate digital management systems. This aligns with findings by ([Parra-Sánchez & Talero-Sarmiento, 2024](#).) which shows that digital transformation models in MSMEs provide opportunities for sustainable business model innovation through the integration of technologies such as AI, big data, and cloud computing into the overall corporate strategy.

Furthermore, a systematic review of the literature on MSME digitalization in the pre- and postCOVID-19 pandemic periods shows that digital transformation not only increases operational efficiency but also improves customer experience and creates business resilience during times of crisis. Companies that are able to implement a holistic digitalization strategy—through ecommerce, data analytics, and remote management—experience more resilient performance growth and are more responsive to market changes.

The RBV and dynamic capabilities frameworks are also utilized in research on the digital orientation of MSMEs, where limited internal resources, such as capital and human resources, can be compensated for through operational agility and the development of adaptive digital capabilities. MSMEs that are able to iteratively reconfigure their organizational capabilities tend to be more successful in innovating digital business models and increasing long-term economic value.

Based on the above explanation, digital business planning in MSMEs should include: (a) identification of internal digital capabilities and strategic orientation; (b) utilization of digital systems such as ERP, e-business, e-commerce, and analytics as a basis for plan development; and (c) organizational restructuring based on continuous learning so that the implementation of digital business plans can produce more adaptive, efficient, and sustainable results.

3. Research Method

The business issues related to the existence of Cigugurgirang MSMEs, in addition to the lack of effective technology, are indicated in Table 1. As with the problem solutions listed in Table

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1, a method is needed to obtain solutions to these problems, as well as the output of the Community Service activity products.

The method used in this activity is the Design Thinking approach. According to Kelley & Brown (2018), as cited by ([Lazuardi & Sukoco, 2019](#)), design thinking is a human-centered approach to innovation that draws from design tools to integrate human needs, technological possibilities, and the requirements for business success. Design Thinking is an approach to understanding MSMEs by redefining their business problems and then finding innovative solutions that align with capacity development or desired outcomes through effective learning, specifically through the digitalization of business planning.

Table 1. Problems, Solutions, and Product Outputs

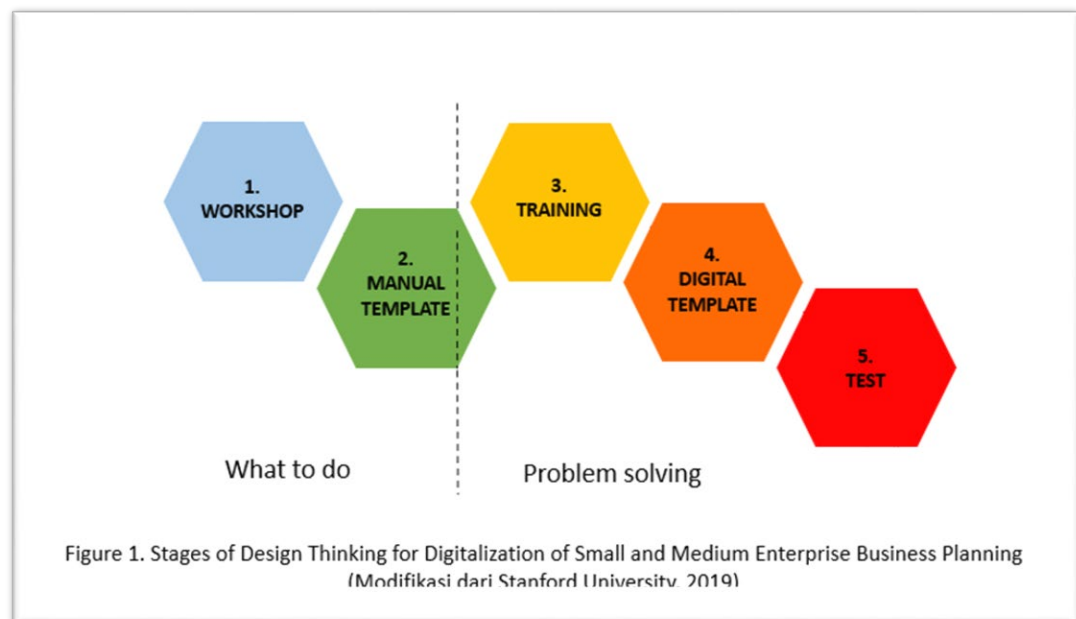
No	Problems	Solutions	Product Outputs
1.	Business/Enterprise Idea: Not yet implemented in a structured manner.	Planning the business idea being implemented.	Creating a business idea plan.
2	Marketing: Not yet understanding the marketing mix concept according to the target market and market analysis, even though promotions are already using technology.	Planning the target market according to the marketing mix concept and environmental analysis.	Creating a marketing mix plan using the 4Ps and 7Ps, respectively, and understanding the market environment.
3	Production: Limited product and packaging innovation.	Planning product and production activities.	Creating a product and production plan.
4	Human resources, both in terms of quality and quantity, need to be improved.	Planning activities in HR management.	Creating a workforce plan through the organization and main tasks and functions according to the business being carried out.
5	Finance: Limitations in business capital and financial records.	Planning the preparation of accountable financial governance and opening up collaborations	Creating financial and accounting plans

The design thinking method, cited by ([Lazuardi & Sukoco, 2019](#)) from Stanford University in 2019, consists of five stages applied with modifications, as presented in Figure 1.

1. Empathize: The first step, as an MSME user, is to identify the target users of this activity. Data and facts are needed to understand the experiences, emotions, and situations of MSMEs. Data and facts are obtained as a form of empathy with government agencies

(villages/sub-districts), the MSME Forum community, and MSME actors themselves, conducted through surveys and interviews in limited workshops.

2. Define: The second stage is redefining user needs (MSMEs) to provide an overview of business planning ideas based on the workshop results as solutions to the problems identified. Problem-based solutions consist of five business aspects (business ideas, marketing, production, human resource management, and finance) according to user needs and utilizing knowledge and real-world conditions
3. Ideate/Form Understanding: The third stage, after redefining, is to establish an understanding by describing the required solutions to existing problems. Several conceptual and technical meetings are held to create a business plan as a design proposal, incorporating the creativity and innovation of each implementing member. Integration is required in creating a business plan, starting from the business idea and marketing activities, operations and production, HR management, and finance, through document or template completion during training.



4. Prototype/Initial Model: The fourth stage is the production of a prototype or initial model, which is a business planning manual template covering five aspects: business idea, marketing, production, HR, and finance. This is implemented through field application in the form of training for 25 MSME participants appointed by government agencies. This manual template will then be transformed into a digital template, resulting in a tangible product: a digitalized Business Plan creation and usage scenarios, outlined in the Business Planning Template Completion Guide. This digital template can be accessed via a link or Quick Response (QR) Code and by utilizing this digital technology, the use of hardware, namely computers and smartphones and software, namely Cloud storage applications via Google Drive, which is integrated with Google Workspace
5. Testing: The final or fifth stage is a trial, namely the Business Planning Creation Template and Filling Guide uploaded via Google Drive is tried to be accessed by users via QR code. The user/MSME experience in testing the Digitalization of Business Planning can be



made as input for improving the product, and also paying attention to several user complaints by making improvements.

After obtaining permission from the relevant institutions, a survey was conducted, followed by five activities:

- a. Surveys and workshops were conducted in the field and at village meeting halls to understand MSME business issues using a Design Thinking approach.
- b. Creation of manual templates and filling guides, conducted through implementation team meetings based on the issues identified in the survey and workshops.
- c. Training to understand the five aspects of business, followed by filling out manual templates for business ideas, marketing, production, finance, and HR, using filling guides.
- d. Creation of digital templates, a compilation of training results, was digitized using Google Workspace, a suite of cloud-based productivity and collaboration applications designed to provide business planning templates for MSMEs to work more efficiently and collaboratively in managing their business data. Access to Google via QR codes facilitates access to documents and other applications.
- e. A trial run of the digitalization of business planning for MSMEs was conducted after the digitalization was ready for use by users or MSMEs, including monitoring the digitalization of business planning.

Results and Discussion

The application of Design Thinking to the digitalization of business planning activities yielded the following results:

- 1) Conducting a survey and workshop with a limited sample of MSMEs to understand their business activities and problems in general and to identify the need for business planning by business concepts and best practices.
- 2) Defining MSME business problems through five aspects is compiled using a manual template for creating an MSME business plan, covering five aspects of business management: business idea, marketing, finance, human resources, and production. This template is developed along with a filling guide derived from the redefined problems. This template can be applied to trade, agriculture, livestock, and manufacturing businesses.
- 3) The manual templates, which have been developed and integrated by the implementers, are then disseminated through training, consisting of understanding the management aspects and filling out the manual template. The material is explained and presented in pptx format to MSME participants. From the manual template, participants can enter data on business ideas, marketing, management organization, production/operations, and finances as applied to their respective businesses. This manual template is accompanied by a filling guide related to each manual template.
- 4) After the training, the manual templates were evaluated and compiled so they could be transformed into digital templates. This digital transformation implementation utilizes software integrated with Google Workspace and a cloud storage application with

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Google Drive. Users can access the system using a QR code from their smartphone hardware (MSMEs).

- 5) A trial run is needed to determine the extent of the issues related to the digitalization of business planning. Users are asked to provide feedback so that improvements and enhancements can be made to ensure the performance of this digitalization can benefit MSMEs in Cigugurgirang Village.

The training materials used in completing templates for digitalization are explained as follows:

- (1) The available Business Idea Template contains information about the business idea, market prospects, business benefits, vision and mission, business objectives, business management data, Market and Marketing, Supply and Demand, Market Share, Marketing Strategy, and Budget Plan.
- (2) The Marketing Template consists of the STP Template (Segmenting, Targeting, Positioning), the Marketing Mix Template (Product, Price, Promotion, Place, People, and Physical Evidence), and the Situational Analysis Template (SWOT Analysis, Competitor Analysis, and Market Analysis).
- (3) The Financial Template contains information about funding requirements, funding sources, Profit and Loss Projections, Cash Flow, Balance Sheet, and Financial Analysis.
- (4) The Human Resource Management Template consists of the Organization, Management, Organizational Structure, Job Descriptions for each Section, Management Functions, Basic Management Principles, Human Resource Management, and HRM Functions.
- (5) The Production Template consists of Products and Production Processes, Production Plans, Material Requirements and Purchase Plans, Direct Labor Requirements Plans, Machinery and Equipment Requirements, Land and Buildings, Utilities and Other Facilities Requirements, and the General Factory Plan.

The manual template for business ideas includes information about filling in business ideas as presented in Table 2.

Table 2. Business Ideas

Business Name	Products Offered	Solutions to Needs	Uniqueness	Origin of Business Idea
Garut Goats	Breeding	Breeders	Online Sales	Sundanese Culture
Etc				

One of the digitalization applications widely implemented by MSMEs is marketing. Therefore, to face the intense competition in the business world, a marketing strategy, specifically the marketing mix, is crucial. This strategy begins with providing knowledge about the importance of implementing digital marketing, an introduction to social media marketing, and practical use of social media marketing and promotional media ([Aisyah & Rachmadi, 2022](#)).

A manual template for the marketing mix is shown in Table 3.

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Table 3. Marketing Mix – Distribution

Product Type	Direct Distribution	Semi-Direct Distribution	Indirect Distribution
Bahan Batik Etc....	Online store	Wholesale	Grosir

Related to digitalization in financial management, applications are needed to facilitate simple financial record-keeping, thereby improving capacity, quality, and competence in preparing financial reports based on applications ([Wijaya, Rahmaita, Murniati, Nini, & Mariyanti, 2023](#)). An example of a manual template for finance is shown in Table 4.

Table 5 presents an example of filling out a template for the human resource management aspect within the basic functions of human resource management in MSMEs. HR issues in MSMEs include a lack of expertise, low protection for innovation and creativity, and weak entrepreneurial competencies ([Saputri, Khomsatun, & Ginanjar, 2024](#)).

Table 4. Finance – Calculating the Cost of Capital

Components,	Estimated Costs (Rp)	Example costs
Purchasing agricultural equipment		costs for mini tractors, hoes, water pumps, etc.
Land Clearing		costs for tilling the soil, clearing, making beds, etc
Etc		
Total Initial Capital		The sum of all investment capital costs.

Table 5. Finance – Calculating Capital Cost

No	Type of HR Function	Explanation	Example of application
1	Human Resource Planning	Determines the number of human resources needed based on the required skills	"I need one person to help with production, one for sales."
2	Recruitment:	Finding and selecting the right people	Seeking trustworthy and motivated individuals
3	Etc.		

The solution to this problem in the template includes information about production related to the manual template. An example of a Production Plan is when a company plans to gradually



increase production each year to meet market demand and market expansion, as shown in Table 6.

Table 6. Production - Annual Production Plan

Year	Sales Plan	Ending Inventory	Amount of Requirement	Beginning Inventory	Amount of Production
1	950	100	1050	100	950
2					
3					
4					

Production challenges faced by MSMEs in procurement related to technologically innovative production goods require an understanding of the tools needed for production ([Pasinggi, Damayanti, Kannapadang, & Marchelin, 2023](#)). Meanwhile, monitoring the inventory of raw materials, finished products, and defective products also requires structured management to minimize the risk of cost and production time ([Wahyudie, Afriansyah, Rodika., & Sukanto, 2024](#)). These two issues, which frequently occur in MSMEs, can be addressed by adopting digitalization in their production and operational activities.

Digitization is the process of converting information from analog (physical) to digital (electronic) form that can be processed, stored, and transmitted through computer systems and networks. It involves the use of digital technology to transform various aspects, from documents and data to business plans. Digitization begins with data conversion, utilizing digital technology, and changing business models. Data conversion transforms physical data, such as paper documents, photos, or audio recordings, into a digital format, using PDF files. The hardware used in this digitalization process is computers and smartphones, and the software used in this digitalization process is cloud storage applications like Google Drive, which offers free storage capacity of up to 15 GB and integration with Google Workspace.

Good business planning is key to a business's future success ([Juwita, Arsyad, Farmawati, & Rohmah, 2024](#)). Developing a digital business planning guide, accessible via a link or QR code, is an innovative approach to increasing information accessibility. Utilizing digital platforms in business planning templates can facilitate MSMEs in developing high-quality businesses with easy access. These guides and templates should be designed with the specific needs of users in mind, covering the basic aspects of business planning, and providing relevant practical exercises for users ([Fitriani, Agustin, & Fauzi, 2023](#); [Ramadhan & Setyowati, 2021](#)).

Broadly speaking, digitalization encompasses the use of digital technology to transform work practices, create new business models, and add value. Digitalization is the first step in digital transformation, the process of converting something into digital form, followed by the use of digital technology to transform work practices and create value. The digitalization application was created based on a manual business planning template using software to convert physical documents into a digital format, simplifying storage, management, and retrieval of information. This transformation chose the use of cloud storage applications, such as Google Drive, as a document digitization application. This application is commonly used academically and can store up to 15 GB for free through various document-sharing features. It is integrated with

Google Workspace. Furthermore, the Digital Business Planning Template application is available as a digital archive application presented for MSMEs as a solution to help MSMEs digitize Business Planning documents, saving time in preparation and increasing productivity.

The implementation of these activities can be seen in several of the presented documents.



Figure 2. Implementation of the Survey (left) and Workshop (right)



Figure 3. Opening of the Training (left) and Completing the Business Idea Manual Template (right)



Figure 4. Filling out the Marketing Manual Template (left) and HR Template (right)



Figure 5. Filling in the Production Manual Template (left) and the Financial Template (right)



Figure 6., Documentation of Village Head - MSME participants - Implementers (right) and Digital Template Work (left)

This activity demonstrated the effectiveness of digitalizing business planning, demonstrating a significant difference in participants' knowledge and skills before and after the activity. Participants' average knowledge and skills were in the good category, at 3.7 points before the activity, and after the activity, there was an increase in knowledge and skills to an average of 4.3 points, representing very good.

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