

## Effectiveness of Using Canva Application as Learning Media in the Digitalization Era

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**Abstract:** The role of information technology is very important in the current learning process. Information technology has become the basis of human life today. Globalization has brought major changes in the way humans live. These changes are driven by the increasing development of science and technology that have an impact on various sectors of life, including in the field of education. The design of learning media not only utilizes objects that can be found in everyday life but also utilizes the digital world. Facing this era, new literacy has emerged that utilizes digital to improve literacy skills. By having digital literacy, students are expected to be more critical and creative in choosing information. In the world of education, digital literacy plays a role as a developer of learning materials that encourage students' curiosity and creativity. Canva is one application that can be developed in the process of creating science learning media that really needs media as a delivery of information from abstract learning material content. The Canva application provides various interesting features that can make it easier for teachers to create learning media. The data presented is the result of research on the effectiveness of using the Canva application that has been conducted by previous researchers.

**Keywords:** Canva, learning media, technology.

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### INTRODUCTION

Since ancient times, the field of education has overcome various challenges and changes in society. Currently, the reality shows that the world continues to experience improvements in the field of science and new skills to manage everyday life (Lenher & Wurzenberger, 2013). Tilaar (1998) in (Istiarsono, 2016) explains that the analysis identifies the focus of global power on four things, namely (1) the increasing advancement of science and technology in various sectors, especially in the information sector along with innovations that make it easier for humans in the field of technology; (2) the advancement of science and technology also supports free trade; (3) there is cooperation without borders in countries both regionally and internationally; and (4) there is an increase in human awareness in various things such as increasing human awareness of human rights in the order of life in society. Canva is one of the many applications that teachers can use to create learning media. Canva is an online design application, which provides various graphic designs consisting of; presentations, posters, pamphlets, graphics, banners, invitation cards, photo editing and Facebook covers (Dian et al., 2021; Rahma Elvira Tanjung, 2019). As is known, learning media is very influential in increasing student

learning motivation because by using learning media, it can be more varied and not monotonous so that students become more enthusiastic in the learning process. Arsyad (2017:10) argues that learning media is anything that can be used to convey messages or information in the teaching and learning process so that it can stimulate students' attention and interest in learning.

The learning media used in this study is the Canva application. According to Tanjung and Faiza in (V. A. Fitria et al., 2021) stated that the use of Canva in making learning media has many advantages, namely; with Canva we can create various types of designs that are equipped with various animation features, templates and page numbering that can encourage creativity in terms of time efficiency for both teachers and students in designing interesting media that can be used as presentation materials, in the form of slides, mind mapping, and posters. This is because there are many features that are available, such as loading drag and drop which makes it easier for users to apply it, even students can collaborate in the design process so they can work in groups.

Literacy is a person's ability to process and understand information when reading and writing. Literacy also cannot be separated from language skills, because literacy refers to a person's ability and skills in speaking, reading, writing, calculating, and solving problems. Literacy is an individual's ability and skills in language which includes reading, writing, speaking, calculating and solving problems at a certain level of expertise needed in everyday life (KBBI, 2016). But more than that, literacy also includes visual literacy which means the ability to recognize and understand ideas conveyed visually (scenes, videos, images). Mastery of literacy in all aspects of life is indeed a fundamental thing in the progress of a nation's civilization. The Indonesian population has a large quantity but low quality even though quantity and quality need to be balanced. This shows that the quality of human resources in Indonesia is still low and has even decreased from year to year.

One factor in the decline in the low quality of human resources is low education. This is further exacerbated by the dominance of oral culture over reading culture. In general, the ability to use technology and information from digital devices helps every job to be effective and efficient in various contexts of life, such as: academic, career, and daily life (Gilster, 1997). The concept of literacy that has undergone many developments and is used in various forms, including digital literacy, namely the ability to understand and use information from various digital sources (A'yuni, 2015). Digital literacy is a person's ability to utilize information and communication technology to find, evaluate, create and communicate information, which requires cognitive and technical skills (Hague & Payton, 2010). According to Gilster (Gilster, 1997) digital literacy is defined as the ability to understand and use information in various forms from a very wide range of sources accessed through computer devices. Digital literacy can also be defined as a collection of attitudes, understandings, in handling and communicating information and knowledge effectively in various media and formats. Bawden (Bawden, 2008) argues that "Digital literacy is the ability to relate to hypertextual information in the sense of sequential reading assisted by a computer".

Bawden formulated a more comprehensive concept of digital literacy stating that digital literacy involves several aspects (1) Knowledge assembly, namely the ability to build information from various trusted sources; (2) The ability to present information including critical thinking in understanding information with awareness of the validity and completeness of sources from the internet; (3) The ability to read and understand non-sequential and dynamic information material; (4) Awareness of the importance of conventional media and connecting it with networked media (the internet); (5) Awareness of access to networks of people who can be used as sources of reference and assistance; (6) Use of filters for incoming information; (7) Feeling comfortable and having access to communicate and publish information.

(Triningsih 2021) said that Canva makes it easier for teachers and students to carry out technology-based learning, skills, creativity, and other benefits. This is because the

design results using Canva can increase interest in learning activities and increase student motivation by presenting teaching materials and materials in an interesting way. The use of Canva as a learning medium improves students' digital literacy skills. With digital literacy, it can improve students' skills in using technology, which prepares them for the world of work, and develops critical and scientific thinking skills.

Shalikhah, (2016) said that technological developments are currently increasingly advanced. This change also occurs in the educational aspect, especially in the use of learning media. Many changes have occurred in the use of learning media which were initially physical or manual, could be in the form of images, or could also be in the form of tools related to the material being taught, now there are many online learning media, one of which is the Canva application (Ichsan, et al., 2018). This change will change teachers' habits in teaching, where teachers start using digital-based media in the learning process. The learning provided to students must arouse students' interest so that students have enthusiastic participation in teaching and learning activities (Anggraeny, et al., 2020). Canva allows the creation of infographics, presentations, and other learning materials quickly and without excessive technical difficulties. Students are not only passive users, but also active creators in the learning process. This gives them the opportunity to hone their critical thinking skills, collaborate, and communicate in a digital environment (Sholeh. et al., 2020:432). According to Resmini et al., in Putri & Adelia (2022) Canva is an online design program that prepares various design templates that can be used to create learning media. The available design templates or tools include presentations, pamphlets, resumes, social media, brochures, posters, and others. By using Canva learning media, students can focus more on learning because the appearance is more attractive.

## **METHODS**

The data collection used in this study is a quantitative research method, namely by using a questionnaire in the form of questions with a total of 11 questions. The questionnaire was created with the aim of finding out students' opinions and responses about the use of Microsoft Word to create the documents they need. This questionnaire is designed with relevant questions and can collect the data needed to conclude the study. The questionnaire was created from Google Form and distributed to subjects in the form of respondents so that they can be filled in anywhere and anytime, according to the time determined by the author.

Research with activities to determine material and collect relevant material, namely about the use of Microsoft Word for students. Continued by making a questionnaire and then distributed to respondents with a target of 30 people. Then, respondents fill out the questionnaire that has been distributed. Then collect answers from respondents. After the answers are collected, journal writing is carried out. Then, the journal can be completed.

The research subjects were respondents with student levels from Institutions/Universities on the island of Sumatra. In this study, there were 33 respondents with a student background, consisting of 31 students from Medan State University, 1 student from Samudra University, and 1 student from Medan State Polytechnic. Among the respondents, there were 31 students from the Faculty of Engineering majoring in PTB, PTE, PTIK, and Civil Engineering, and 1 student from the Faculty of Social Sciences majoring in Geography Education, and 1 student from the Faculty of Economics majoring in Development Economics. The research began on Thursday, May 30, 2024, with the activity of determining the material and collecting relevant material, namely about the use of the Effectiveness of Canva for students. Continued by making a questionnaire which was then distributed to respondents and 33 were collected who filled out the questionnaire via Google Form which the author shared with respondents personally. The questionnaire in the form of Google Form can be accessed via the following link: <https://forms.gle/EjwBxLDa7TX6R6Ly7>. The filling time is 3x24 hours. Then the respondents' answers are collected by the author. Then, on Monday,

June 3, 2024, the journal writing was also carried out by the author. The journal is made in Microsoft Word by following the format for writing Indonesian journals. Then, on June 6, 2024, the journal was completed.

Data analysis begins with data collection carried out by creating and using a questionnaire with 9 questions to find out students' opinions about the effectiveness of using the Canva application as a learning medium. The subjects of the study were students from various universities on the island of Sumatra who used the Canva application from the Faculty of Engineering, Social Sciences, and Economics, namely 33 respondents. Data analysis was carried out using answers from the questionnaire to draw conclusions regarding the effectiveness of Canva use by students. The data taken were in the form of answers from respondents which were then grouped according to the type of question, as well as different answer provisions. After that, display the percentage of answers given by respondents and then provide a simple explanation of the answers.

## RESULTS AND DISCUSSION

The results of the research that has been conducted can be explained in the following descriptions.

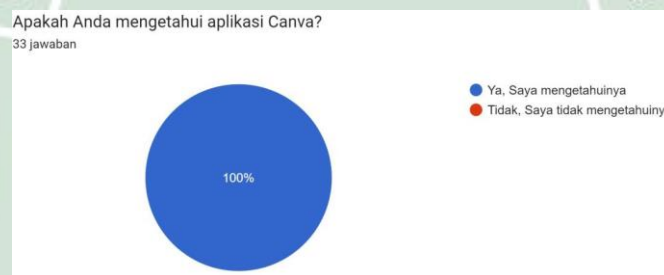


FIGURE 1. Question 1

In question number 1, 33 respondents chose the answer "Yes, I know it". This means that 100% know the Canva application.

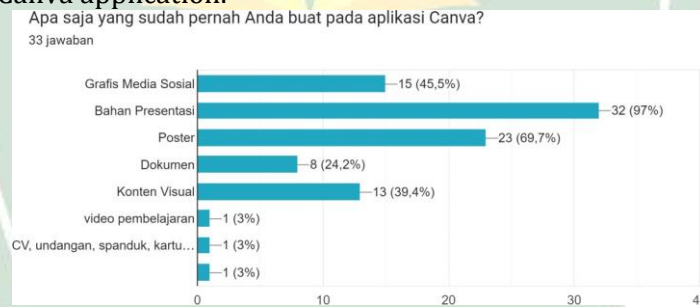
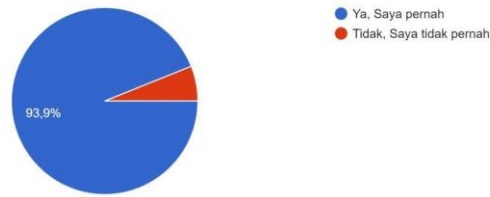


FIGURE 2. Question 2

In question number 2, 33 respondents gave one or more answers by checking the empty box, 97% (32 respondents) checked presentation materials, 69.7% (23 respondents) checked posters, 45.5% (15 respondents) checked social media graphics, 39.4% (13 respondents) checked visual content, 24.2% (8 respondents) checked documents, and 3% (1 respondent) checked each for learning videos, CVs, invitations, banners, and cards.

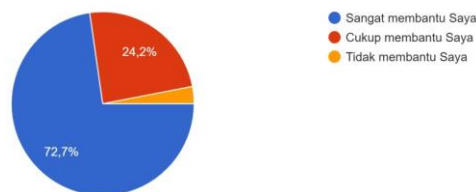
Apakah Anda pernah menggunakan aplikasi Canva untuk membuat media pembelajaran?  
33 jawaban



**FIGURE 3. Question 3**

In question number 3, 93.9% of respondents chose the answer “Yes, I have”; and 6.1% of respondents answered “No, I have never”. This means that out of 33 respondents who answered, 31 respondents answered “Yes, I have”; and 2 respondents answered “No, I have never”.

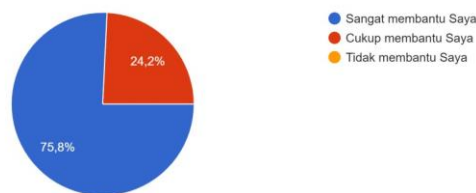
Apakah penggunaan aplikasi Canva dalam pembelajaran dapat membantu Anda dalam mengembangkan keterampilan presentasi Anda?  
33 jawaban



**FIGURE 4. Question 4**

In question number 4, 72.7% answered “Very helpful to me”; 24.2% answered “Quite helpful to me”, and 3% answered “Not helpful to me”. This means that out of 33 respondents who answered, 24 respondents chose the answer “Very helpful to me”; 8 respondents chose the answer “Quite helpful to me”; and 1 respondent chose the answer “Not helpful to me”.

Apakah penggunaan aplikasi Canva dalam pembelajaran dapat membantu Anda dalam mengembangkan kreativitas pada media pembelajaran yang Anda buat?  
33 jawaban



**FIGURE 5. Question 5**

In question number 5, 75.8% answered “Very helpful to me”; 24.2% answered “Quite helpful to me; and 0% answered “Not helpful to me”. This means that out of 33 respondents who answered, 25 respondents chose the answer “Very helpful to me”; 8 respondents chose the answer “Quite helpful to me”; and no respondents chose the answer “Not helpful to me”.

Apakah fitur-fitur yang terdapat pada aplikasi Canva dapat membantu Anda dalam pembuatan media pembelajaran?

33 jawaban

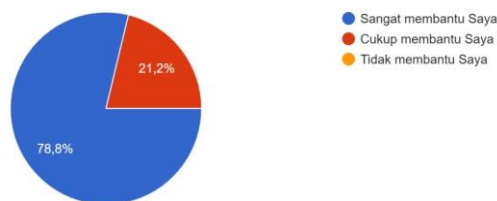


FIGURE 6. Question 6

In question number 6, 78.8% answered "Very helpful to me"; 21.2% answered "Quite helpful to me"; and 0% answered "Not helpful to me". This means that 26 respondents answered "Very helpful to me"; 7 respondents answered "Quite helpful to me"; and no respondents answered "Not helpful to me".

In question number 7, In your opinion, what distinguishes the Canva application from Microsoft Powerpoint in terms of creating learning presentation materials? In question number 7, the average answer from respondents was because Canva is an application that has interesting editing features compared to Microsoft Powerpoint. This is like the statement expressed by respondent 1 (AT) who explained that, "The use of the Canva application features is very complete and makes it easier for us to find the materials we need and speeds up editing time to create works, compared to Powerpoint, we have to find the materials through the Chrome site and others". Furthermore, respondent 32 (WMS) stated that, "Canva has more interesting templates available". From several statements, it can be concluded that using Canva is easier because of its flexibility and ease of editing.

Aplikasi Canva merupakan salah satu media yang dapat mendukung proses pembelajaran secara visual dan dapat melatih kemampuan literasi visua... Apakah Anda setuju dengan pernyataan di atas?

33 jawaban

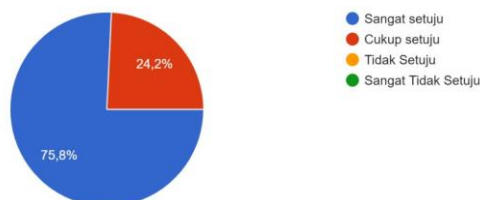


FIGURE 7. Question 8

In question number 8, 75.8% chose the answer "Strongly agree"; 24.2% chose the answer "Quite agree"; 0% chose the answer "Disagree"; and 0% chose the answer "Strongly disagree". This means that out of 33 respondents who answered, 25 respondents chose the answer "Strongly agree"; 8 respondents chose the answer "Quite agree"; no respondents chose the answer "Disagree; and no respondents chose the answer "Strongly disagree". This is related to digital literacy which certainly influences the use of Canva, because most of the respondents agree with this statement.

In question number 9, What are the brief suggestions for the development of the Canva application in the future? Based on the respondents' answers to question number 9, it can be concluded that respondents on average want the Canva application to release new features in its editing, reducing paid features for its users. In addition, as many as 8 respondents did not provide suggestions regarding new features in the Canva application in the future. Overall, Canva provides significant benefits by facilitating the process of creating graphic designs online, providing a variety of templates, being accessible through various platforms, and providing a simple user interface. As a result, this application has proven to be influential and has become a popular and effective tool for

individuals and organizations as well as educators in meeting their design needs quickly and without difficulty.

## CONCLUSION

Canva, as a graphic design application, provides many benefits in the context of learning, enabling creativity and development of communicative, visual and interactive learning media for students at the elementary school level. This application facilitates the design process with various easily accessible templates, a simple interface, and complete editing features. In its use, Canva can be utilized by teachers at the elementary school level to create various types of learning materials, ranging from posters, presentations to learning videos.

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