



The Use of Canva Application as An Effective and Innovative Learning Media

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Abstract

Learning media, as a medium for delivering content across various educational levels, comes in various forms that can be selected according to the specific and effective learning material needs. The use of the technology Canva as an example of an effective and innovative learning medium, particularly popular today, is visual-based media. Canva is an application that provides tools for creating engaging visual learning media, which can enhance the interest of its users, making it an effective and efficient learning tool. This research aims to explore the use of Canva in the creation of learning media. Based on an analysis of previous studies, Canva has proven capable of producing engaging and effective visual learning media designs. The method employed in this research is an exploratory approach, with qualitative methods as relevant scientific literature. Therefore, utilizing the Canva application as a digital learning platform is very appropriate.

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Abstrak

Media pembelajaran sebagai media penyampaian materi pada berbagai jenjang pendidikan memiliki berbagai macam bentuk yang dapat dipilih sesuai dengan kebutuhan materi pembelajaran yang spesifik dan efektif. Salah satu contoh media pembelajaran yang efektif dan inovatif yang saat ini sedang digemari adalah media berbasis visual yaitu Canva. Canva merupakan salah satu aplikasi yang menyediakan alat bantu untuk membuat media pembelajaran visual yang menarik dan dapat meningkatkan minat penggunaannya sehingga menjadi media pembelajaran yang efektif dan efisien. Penelitian ini bertujuan untuk mengeksplorasi penggunaan Canva dalam pembuatan media pembelajaran. Berdasarkan analisis penelitian sebelumnya, Canva terbukti mampu menghasilkan desain media pembelajaran visual yang menarik dan efektif. Metode yang digunakan dalam penelitian ini adalah pendekatan eksploratif dengan metode kualitatif sebagai literatur ilmiah yang relevan. Oleh karena itu, pemanfaatan aplikasi Canva sebagai platform pembelajaran digital sangatlah tepat.

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INTRODUCTION

The advancement of technology has a significant impact in the field of education, where technology not only plays a role as a tool in the learning process but also as an important means. Especially in the context of a pandemic that has changed the educational paradigm which is no longer limited to face-to-face meetings. Both educators and students need to master and utilize information technology to learn at home. Key components in teaching and learning activities, such as learning objectives, teaching and learning processes, and media use, are all heavily influenced by technology (Mila & Hasan, 2021; Mahardika et al., 2021). The use of innovative learning media can optimally increase the effectiveness of online learning. This happens because globalization changes the order of society globally without knowing time limits (Alwi, 2019).

The impact of globalization is significant in all aspects of human life. The development of science and technology is the main driver in this process, forcing humans to adapt and follow these developments. Information and communication technology (ICT) that is currently developing rapidly is one of the key factors in supporting globalization (Q. Amini et al., 2020). This development of ICT not only affects the world of communication and technology, but also has a big impact on the world of education. It can be said that progress in ICT is a direct result of the development of science itself, and therefore, it is important to make the most of it in the context of education.

Until now, many media are used to complete learning tasks. Not only limited to laptops or computers, but can also be done through smartphones. One example of an application used in online learning is Canva. Canva is a tool that is suitable for students who are just learning applications to create assignment designs (Anggraeny et al., 2021). Canva's advantage lies in its ability to facilitate the creation of designs as needed without the need to start from scratch, as well as allowing easy access, both through computers and smartphones, without the need for installation (Astuti, 2021). Learning media like the Canva app not only serve as an aid, but also encourage students to develop new skills in learning.

Canva offers a variety of features that allow students to create different types of learning media, such as presentations, brochures, graphics, infographics, and more. Using Canva is not only practical in its use but also produces creative and interesting works. In the context of technology-based education, the use of Canva helps facilitate more interactive learning and interest students in learning (Pelangi & Jakarta, 2020). In addition, in the era of online learning, Canva is an effective solution for teachers and students in presenting learning materials in an efficient, creative, and innovative way (Agustini, 2021; Arifin et al., 2021; Fitria et al., 2021).

The use of learning media has changed the learning paradigm, where students as participants are not only positioned as objects but also actively participate in the teaching and learning process. This approach aims to increase students' confidence and encourage more collaborative, interactive, and responsive learning (Mariani & Ramadan, 2024). In addition, the use of learning media helps educators in time efficiency when explaining material, increases learners' interest, directs their focus, and makes learning concepts

clearer. Learning media also plays a role in facilitating a concrete learning experience, which helps students understand and recall the material taught in class, as well as preventing them from the trap of verbalism in learning.

METHODS

This study uses an exploratory method to comprehensively investigate the cause-and-effect relationship and the factors that influence a related phenomenon. This method focuses on an in-depth understanding of the contexts, processes, and experiences experienced by a particular individual or group. This research focuses on a qualitative approach. Data is collected from a variety of sources, especially relevant scientific literature. After data collection, the analysis is done in depth and detail to produce a deeper understanding. This study focused on evaluating the advantages and disadvantages of using the Canva app as a learning medium.

FINDING AND DISCUSSION

The use of the word "media" has its origins in the Latin word *medius*, which literally means "in the middle", "intermediary", or "introduction". This media is a means to convey information or messages from one party to another in the process of implementing learning. The increasingly rapid development of information technology in the era of globalization at this time cannot be separated from its influence in the world of education. The development of the times requires the world of education to always adjust technological developments to improve the quality of education. Improving educational performance in the future requires information systems and information technology which not only function as a means of support, but as the main capital to support the success of education so that it is able to compete in the era of globalization.

One of the many technology applications present in the world of education that can be used as a learning medium in the world of education is Canva, which is an online design program that provides various learning media such as presentations, resumes, posters, pamphlets, brochures, graphics, infographics, banners, bookmarks, bulletins, and so on. The types of presentations that exist on Canva are such as creative presentations, education, business, advertising, technology, and so on. Canva provides its features or uses for education, namely as a creative, innovative, interactive, and collaborative learning medium to make learning easy and fun.

As a technology-based application, Canva provides a learning space for each student to carry out a learning process by relying on technology-based learning media. Canva provides more engaging templates to engage learners in the learning process. Various interesting templates can be presented in Power Point, giving colors, images, letters, and so on so that the Power Point product made to convey the material is more interesting. In addition, Canva can also be used by students to make presentations of assignments, posters, poems, advertisements, and so on.

Learning is a process in which learners interact with educators and various learning resources in an environment (Audie, 2019). This is in line with the view that learning is an

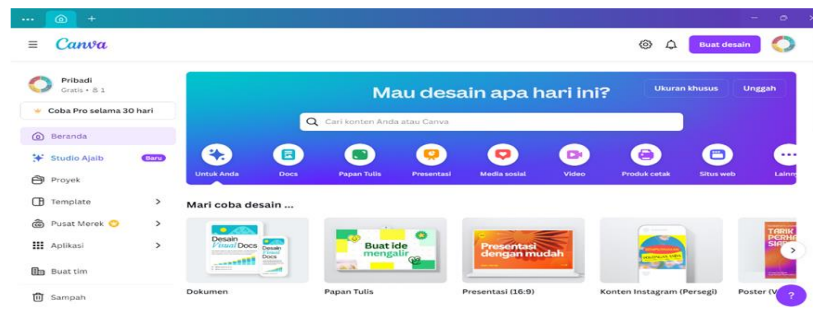
educational activity carried out by teachers in the classroom, with a focus on developing integral aspects of students, including knowledge, skills, and attitudes (Supardi, 2017).

According to Gerlach and Ely (1971) as cited by Audie (2019), there are three characteristics of media that can be a reason for the use of learning media and distinguish the function of media from the role of educators: (1) Fixative Characteristics: Media has the ability to record, store, and maintain events in various forms such as photos, audio, or videos. The main advantage is the ease of production and use whenever needed, allowing teachers to access the media flexibly. (2) Manipulative Traits: Media allows changes to events or objects, such as speeding up or slowing down events using the timelapse or slowmotion feature. The use of this feature requires caution during the editing process to avoid errors that could change the meaning of the original event. (3) Distributive Characteristics: Media allows objects or events to be transported across space, and can be witnessed simultaneously by multiple students. This creates an immersive experience for learners as if they were actually involved in the event. Once recorded in the form of media, objects or events can be produced and used in various places simultaneously and repeatedly. Thus, learning media not only becomes an effective tool but also expands the possibilities of learning through its unique features that cannot be offered by conventional teaching methods.

Canva is one of the various applications that can be used to design learning media. The app offers features that can be creatively optimized, making classroom learning activities more interactive and enriching the visual aspects in an easier and more enjoyable way. Canva provides a variety of templates that can be used simply, such as posters, flyers, logos, documents, Instagram posts, wallpapers, reports, photo collages, newspapers, magazine covers, announcements, videos, book covers, business cards, brochures, infographics, story boards, as well as templates for posting photos or videos on other social media, which of course can be shared on various social media platforms.

Canva is a popular graphic design platform because it offers a wide range of advantages that make it very useful for users of all skill levels. Here are some of the advantages of Canva's features, namely, a user-friendly interface that is intuitive and easy to use, even for beginners. The drag-and-drop editor allows users to create designs without the need for special expertise in graphic design. It has a variety of templates that can be used for different types of designs, such as posters, infographics, presentations and social media posts. Templates make it easy for users to get started on design quickly. Canva has support for a variety of export formats, including PNG, JPG, PDF, and more.

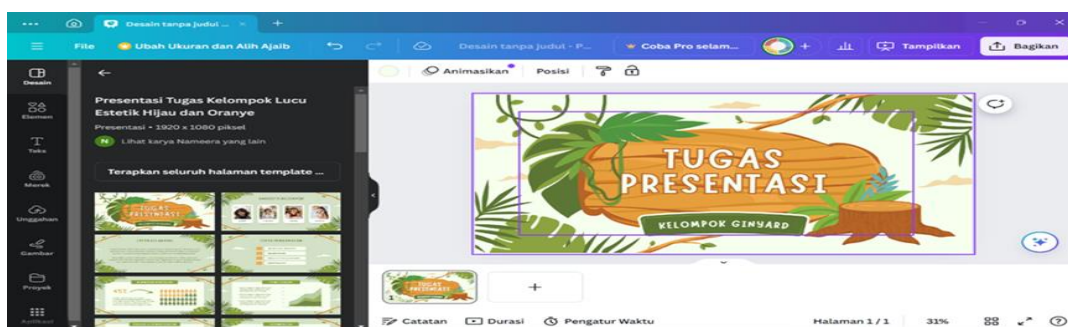
Figure 1. Canva App View



In addition to a wide variety of templates that can be used simply, the Canva app also features the following features: (1) a collection of millions of images, including photos, vectors, and illustrations, as well as the ability to upload photos from the user's own device; (2) photo filters, allowing users to edit photos with easy-to-use filters; (3) icons and shapes, with a wide selection of easily accessible icons, shapes, and elements, including the option to upload custom elements; (4) fonts, providing access to hundreds of font types for various designs; (5) backgrounds, with variations of backgrounds that can be used to beautify the design; (6) audio, making it easy to search and use audio. The design results from Canva can be downloaded in six different formats, such as PNG, JPG, PDF standard or print, Video (MP4), and animation (MP4/GIF) (Elmira Siska, 2021).

With so many options on offer, Canva gives users the flexibility to create different types of designs. In its use for learning purposes, Canva provides a variety of templates that help educators create innovative learning media designs, as well as engage students, whether in the form of PowerPoint presentations, posters, or interactive learning videos. Canva gives teachers the opportunity to explore and develop creativity in learning media design, supported by thousands of elements that enrich the design. The Canva app can be accessed via a laptop or mobile device, with many tutorials available on the YouTube platform, making it easier to operate and less difficult.

Figure 2. Canva template



Here are the steps to use the Canva application that can be easily accessed through both devices and laptops: (1) Download the Canva application through the Play Store for device users or visit the official Canva website at https://www.canva.com/id_id/ for laptop users. (2) Sign up for a Canva account using your Facebook, Google, or Gmail account. (3) Start creating designs using Canva, tailored to your needs. With the help of

templates, teachers can easily use Canva, changing elements, fonts, or images as needed. Canva also provides a variety of easy-to-apply features with a simple interface for user convenience. (4) Save your design from Canva. Once you've finished creating the design, the last step is to save it. To do this, click the down arrow icon in the top right corner, and the design will be saved in your gallery or file storage.

The advantages of the Canva app are as follows: (1) it has a variety of attractive designs; (2) able to increase the creativity of educators and students in designing learning media because many features have been provided; (3) saving time in practical learning media; (4) In designing, you do not have to use a laptop, but it can be done through a gadget. In addition to the advantages that can be obtained in this Canva application, there are also fundamental disadvantages that can be obtained in this application, namely if you want to use Canva, each user must have a data package to be able to connect and be able to use Canva, besides that also the design presented in the Canva application there are several paid templates, but this is not a problem, Because there are many templates that are good but free to use.

Due to the effectiveness and ease of use of the Canva app, many studies have investigated the benefits of using Canva in the creation of learning media. For example, a study conducted by Rahmatullah et al. (2020) on the use of audio-visual learning media designed using Canva shows that these media are suitable for use in the learning process, both face-to-face and online. The result of this audio-visual media design is liked by students because of its complete content and attractive appearance. In addition, S. K. Amini & Pujiharti (2021) also conducted research using Canva learning videos in economics subjects. This study showed that students showed high interest and engagement, and actively commented after watching learning videos presented using Canva. Despite the different levels of education, the implementation of Canva in learning media design received positive responses from students.

As a modern technology platform, Canva gives teachers a wide learning space to implement learning media. Canva offers a variety of attractive templates to engage learners in the learning process. There are many examples that teachers can access through Canva, such as a variety of interesting templates that can be used in Power Point presentations. Microsoft Office's Power Point is an office application that uses slide shows to present concepts and arguments to an audience (Misbahudin et al., 2018).

CONCLUSION

Based on the results and discussions that have been presented, it can be concluded that the use of the Canva application as a learning medium can be an important reference in choosing the right medium for creative and innovative learning. Canva is a unique and innovative platform that offers a variety of template features for creating abstract and complex learning media content, making it easier for learners to understand. The use of the Canva application is very useful in creating learning media. However, there are some challenges in using Canva, such as the need to understand the basics of design before using

it. While Canva provides a variety of templates for presentations, posters, videos, brochures, and more, users of the free version are limited in access to the available templates. This application can also be used by anyone, especially educators and students, as a tool in the learning process by providing various features that can be used as learning media.

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