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## Utilization of Canva Application as a Learning Media Video Creation

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### ABSTRACT

**Background.** Thematic learning at Al-Bina 01 Koto Baru IT Elementary School during the co-19 pandemic has decreased in terms of quality and in the learning process. After research, this happened because of the lack of effectiveness of the learning process and the teacher's lack of optimization in conveying information related to learning material.

**Purpose.** The purpose of this research is to create lesson media for students so that lessons become more interesting and students are more enthusiastic in learning.

**Method.** This article The method used in this research is a qualitative method, because qualitative methods are very flexible and accurate. The model used in this test is the Design and Development (DnD) model.

**Results.** The result of this study is that the canva application is very feasible and good to use as a learning media because, it can make lessons more interesting and fun.

**Conclusion.** The conclusion of this study is that Canva application-based learning media is fully feasible to use in learning. Its utilisation is very interesting, in a learning situation in the midst of the current corona virus pandemic, the media created is very appropriate and makes it easier for teachers and students to complete the learning system.

### KEYWORDS

Canva App, Learning Media, Video

### INTRODUCTION

The best effort that is important for the progress of the country is Human Resource Development starting from basic education, training center schools, to schools (Asongu & Odhiambo, 2019). Schools can achieve student change in the climate of family and society. Schools can be the answer to life concerns that students will see later in life. Thus, the task of training is a means to make an age that has a mentality, behavioral design, and examples of activities that match the personality Thus, a smart life, and harmony can be realized through school (Abbas dkk., 2019). Proper and enjoyable learning is an absolute necessity as one of the components to sort out quality

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learning in schools Quality teaching is a way of recognizing the quality of human resources. One of the benchmarks is a means of training that is carried out far-reaching sustainably in all points of view of life (Ji dkk., 2022). Training as a vehicle to foster the quality of human resources, and ready to face all changes In recognition of moral and dignified human resources, education plays an important role. Training as a vehicle to foster the quality of human resources, and ready to face all changes In recognition of moral and dignified human resources, education plays an important role (Jain dkk., 2021).

Globalization continues to bring changes in all areas of life that expect people to have the choice to go with the flow, for example in the fields of schooling, social, financial, legal, legislative, science and innovation and others. The impact of globalization that brings positive changes to one of the experts giving birth to science and innovation is to expand the progress of science and innovation (Imran dkk., 2021). The current progress of science and innovation has an impact on the field of schooling, one of which is in the field of utilization of apparatus, and typical learning facilities between yards and educational institutions that are utilized by teachers in supporting the learning system.

The significance of learning media is also undoubtedly stated in the Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 22 of 2016, concerning the Educational Process. It states that, "Learning media is through the learning process to help convey learning material". Proper and enjoyable learning is synergistic and focused on students. Therefore, the media used is in accordance with the learning objectives and causes students to feel happy and straightforward about the substance of the material. Learning media needs to focus on outlines that can be utilized to convey messages to students (Hudon dkk., 2022).

The learning climate of common media, supports inquiry, and disclosure, and encourages students to foster conversation and offer points of view. Quiet general media and movement general media are two types of general media (Holmes & Tuomi, 2022). The benefits of general media are that oral and composed messages can be conveyed in a straightforward manner, overcoming the limitations of space, time and energy, can be utilized for learning instructional exercises. In the event that learning finance requires high action by both students and speakers, the task of inventive instructors is needed as a facilitator to assist students by fostering the possibility of acquiring new information and encounters during the education and learning process.

This can be achieved if learning is planned in an engaging and interesting way. One of the properties of learning is controlled by the attractiveness of a methodically organized lesson plan. The media to be used is a major part in the learning configuration process (Hays & Handler, 2020). Through this media, the planned learning media is a common media planned by utilizing Canva application. The rapid progress of science and innovation is something that requires educational foundations and organizations to follow the transformation, one of which is in utilizing and using learning media (Salam & Adam Mudinillah, 2021).

Learning media is a very instrumental part in supporting the achievement of learning. Learning media scrambles as a method to transfer the guidelines used by the teacher and acts as a facilitator in the learning system to convey topics to students. As per Iskandarwassid in language is one of the important variables in human existence because language is an instrument of human correspondence in organized daily life. This is supported by the assessment. which reveals that reading is one part of the language skills that must be created early (Hassan dkk., 2020).

This assessment is embraced by Ak Prize who mentions that learning to read in elementary school is taught in grades I and II, as basic comprehension material. So beginning reading is very important for children to claim because children who like to read will have a high sense of

language. As per Suyanto revealed that Grade I elementary school children are at the pre-functional stage. It is labeled with a perspective that begins to understand language and images. Furthermore, in the implementation of early comprehension learning, it is necessary to introduce media to find out how to help the child's reasoning cycle (Haryana dkk., 2022).

This is supported by a perspective that characterizes learning media as devices, strategies, and methods used to facilitate correspondence and communication between teachers and students during school learning. So that learning media which is a device is expected to work together with students in beginning reading. One of them is by introducing language components in the form of words and images in one card that can be formed into learning media. The learning media introduced can be made interesting which is shown by the innovation of educators by utilizing the Canva application (Farhan dkk., 2019).

This is in accordance with the assessment which characterizes Canva as a web-based visual computerized application that provides an outline or layout to be filled in as an innovative visual substance that can be obtained for free (Wang, 2022). Starting reading learning for grade I students is highly expected to prepare students for the next stage. Starting learning to read carefully must be complemented by presenting good learning media for students, so that students do not feel difficult and are encouraged to find ways to read carefully (Nicolaou, 2021).

This is supported by Aulia's view that part of early reading skills should be created through learning-by-play exercises and vice versa. However, given the impact of the meetings held in one of the elementary schools in Bandung, the reading ability of grade I students is still low, as seen from the learning and reading tests directed by the grade I teacher at the school. During the meetings, 15 out of 32 students experienced problems in reading. This is caused by educators who have not utilized media properly in the implementation of the early reading learning process (Nakajima & Goode, 2020).

Learning is still fixated on the educator so that student learning exercises are low and do not produce, the demonstration techniques used by the teacher are not different so that it is less interesting for students, and students look less excited and less excited about learning. The problem of low reading skills in grade I students (Hajek & König, 2021). This problem must be addressed immediately because it can have a very big impact. The effects will be much more pronounced once they involve higher grades. Thus, students with low reading ability will face tremendous obstacles and difficulties, considering that elegant students must receive more complicated topics because almost all subjects require better comprehension skills (Guo dkk., 2019).

Given the hole between the ideal conditions and the current reality on the ground, it is important to complete an exploration to address the issues with respect to early comprehension ability. Where reading ability becomes sensitive to the suspension of different abilities (Fischer, 2020). So that if this. If left unchecked, students do not care about learning in daily practice life and the purpose of learning to plan students to prepare for life will be hindered due to low comprehension ability. From the various issues and the existence of these holes, there are. There are several options that can be used to deal with this problem. Low reading ability in grade I students is another option (Tang dkk., 2021).

The arrangement is summarized in several learning delivery media options. Among them are wool board learning media, picture stories, and Flashcards (Mudinillah & Rizaldi, 2021). Given the critical thinking options that have been introduced, the specialist chose to select Flashcard media to solve the problem of further developing the comprehension abilities of early grade students in Primary School. The cheat sheet media will be a media in the form of cards containing words and

pictures, the benefits of this Flashcard media are functional, easy to convey, vital and fun (Kim dkk., 2019).

There are pictures in Flashcards that can be relied upon to attract students' attention and make students more, enthusiastic in learning. This will make it easier for students to read and understand the content of the reading. Given the picture of the consequences of the research, scientists are encouraged to conduct research on the development of Flashcard learning media on learning materials for grade I beginning reading of elementary school students (Ulucak dkk., 2020).

## RESEARCH METHODOLOGY

The chosen testing strategy is of great interest to the media discovery being made. The improvement technique utilized in this review is a subjective examination strategy. Subjective exploration is a different examination and will generally use inquiry. Related to the research exercise, this testing is directed to analyze the achievement of a learning media for Indonesian language subjects on beginning reading material. The model used in this testing is the Design and Development (DnD) model (Rijal dkk., 2021). Characterized by Richey and Klein. Richey and Klein clarified that this model is an orderly investigation of the plan, progress, and assessment determined to establish observational reasons for the creation of educational and non-informative items and instruments and new or existing models that are refined.

Meanwhile, according to Hasan DnD is an exam. completed methodically with respect to the development of items or programs that intend to work on something that is being created by the analyst (Suartama dkk., 2019). This exam model is normally utilized to concentrate on the interplay of plan, advancement and assessment completely aimed at making items and devices that help learning exercises. DnD exam centers incorporate arrangement, making and assessment. With the goal that these exploration stages are Planning, Production, and Evaluation (PPE). There are two classes in this technique. D&D, specifically (1) item and instrument exploration, and (2) model testing (Nurmaliza, Susanto, and Selviani 2021). This exploration has a place with classroom research items and instruments, where the focal point of the test lies in the plan cycle.

## RESULT AND DISCUSSION

Boholano (2017) states that effective and enjoyable learning is community and student-focused learning. Furthermore, the learning media plan should be interesting and inventive. As Aji conveys three coordinated capacities in learning media, namely: incentives to develop income in concentrating on examples, contact interventions between instructors and understudies, and data that show clarification from educators. Keep in mind that the learning media created should be in accordance with the intellectual abilities of the students to help the education and learning process ideally (Stojan dkk., 2022).

In addition, Hamalik (2003: 202 - 203) that media in the learning system is a substitute learning media that can: (a) present certain parts that are considered important from a unit or article; (b) provide a substitute for coordinating insight; (c) move towards troublesome or dangerous items; (d) provide consistency as far as student perception; (e) introduce differentiation (e.g. shading) outwardly; and (f) introduce data as a development of a cycle or movement. Inventive retrieval media are conveyed from imaginative educators, to specialized instructors who can ideally communicate every one of their capacities to perform well in homeroom learning systems.

The most common way of planning learning media essentially rests on the instructor's capacity to create successful and effective learning media to achieve learning objectives (Anderson dkk., 2021). As such, there are a variety of interesting ways to create or configure great learning

media, including those that come with it; (1) The media should be planned as simply as possible with the aim that it is clear and easy for students to understand, (2) the media must be planned by the subject to be educated, (3) the media should be planned to be less chaotic and less confusing for young people, (4) the media should be planned with basic and readily available materials, yet not diminish the significance and capacity of the actual media, (5) Media can be planned such as models, pictures, organized diagrams, and so on, but with simple and accessible materials so that it is not difficult for educators to plan the media in question.

The utilization of learning media in the learning system at school greatly affects students both in terms of learning systems, student inspiration, and after all, learning media also has an impact on students in terms of student brain science (Wikandari dkk., 2021). Recommends several advantages of using informative media in the student learning system, including: (a) it can foster students' learning inspiration because the show will be more prominent for them; (b) the importance of displaying the material will become clearer with the aim that students can understand and empower the authority and achievement of the target of the show; (c) the technique of the show will be more volatile, not solely based on verbal correspondence through words; and (d) students do more exercises during learning exercises, listening as well as paying attention, describing, doing directly, and acting.

As far as the attributes of students at the primary school level are concerned, the utilization of media will help students in concretizing dynamic ideas, to reduce verbal, particularly in unique subjects. This is because the intellectual abilities of students are functionally concrete, who do not yet have the ability to deal with unique data (Stojan dkk., 2022). The utilization of instructional media helps broaden students' inspiration to learn more intuitively and more dynamically in the classroom, leading to criticism of teachers and students. In addition, the utilization of information media can help students in practicing their understanding of the topic, help students in paying attention to the material, strengthen their vision so that the ideas formed from their own reflections and learning exercises become more successful (Kim dkk., 2019).

In this exploration, what was to be made was a general media-based learning plan, then at that point what was chosen was the show layout. There are numerous accessible show layouts arranged in the canvas but for the sake of research, then, at that point, some unacceptable decisions one of the foundations in layout innovation (Jerry dkk., 2012). Choosing the foundation is the primary cycle in this segment. There can't be two specific ones to choose from "Photo" also, "foundation". At the initial stage of this review, the scientist investigates the unregulated objects in the stone to be made. At this stage the scientist conducts a meeting to investigate the problems that occur in the elementary school (Hermansson dkk., 2022).

The study investigated the problems that occurred in the field by utilizing work notes and meetings with educators in primary schools. This stage consists of three parts: specific, problem investigation, material examination, and gadget examination. The analyst found that students' learning income in Indonesian subjects is low due to the boredom of learning Indonesian and tiring. As a result, students' income in learning is reduced so that there are still many students who have not mastered basic comprehension skills (Exenberger dkk., 2021).

The next lesson continued with reading carefully. The low income in learning Indonesian subjects, for example, is also caused by teachers who have not utilized the media appropriately in the implementation of the learning system, learning is still focused on educators so that students' learning exercises are low and do not create, the demonstration techniques used by instructors do not change and students seem to lack energy to learn. Based on the results of the meeting with the

homeroom teacher, the material planning expert is determined to create a fun learning media so that students become more excited in learning (Kurniasari dkk., 2022).

Canva is an application that can be utilized in making learning media. The accessible elements can be made inventive as expected and make the learning system more open and outwardly simpler and more enjoyable. Canva gives many layouts that can be utilized, specifically infographics, illustrations, banners, introductions, flyers, logos, resumes, pamphlets, A4 archives, Instagram posts, cards, papers, funny cartoons, magazine covers, invitations, photo compositions, business cards, work area backgrounds, reports, declarations, book covers, online media activeness, declarations, menus, recordings, realistic coordinators, vehicle first introductions, organizers, digital book covers, story loading, and more.

In addition to the various types of layouts that can be used effectively, the Canva app also includes the following elements: (1) many images, either as photos, vectors, sketches, and even clients can transfer photos from their own devices. (2) photo channels, change photos using channels that are not difficult to use; (3) symbols and shapes, there are a wide variety of symbols, shapes, and components that can be used effectively and there are a large number of decisions and can transfer their own components (Garris Pelangi, 2020); (4) textual styles, access many ready-made text styles for different types of plans; (5) foundations, there are a wide variety of foundations that can be utilized to enhance plans. (6) sound, can be seen and used without any problems. Because of the plan, Canva application gives six download choices for the plan you have created. The six configurations consist of PNG, JPG, standard PDF, PDF Print, Video (MP4), and activity (MP4/GIF) (Elmira Siska, 2021). Many choices are given in Canva, giving clients the adaptability of creating different types of plans.

Besides being able to be used as a method of making learning media, with the Canva application we can also make various kinds of plans. As revealed by Nayoan (2019), there are several plans that can be made using the Canva application, which are as follows:

#### *Logo*

Marking is one of the key things in establishing a web-based presence, be it a blog, online store, or business arrival point. Logos are one of the sources for marking. In Canva, there are different types of layouts that make it easy for clients to create amazing logos.

#### *Banners*

Banners can be used to publicize an item, administration, or event. By utilizing Canva, we can effortlessly make a compelling banner plan.

#### *Including Blog Images*

The presence of images included in an article can beautify the blog plan and make visitors feel comfortable in understanding the article. To make it directly, you can utilize the Canva application.

#### *Infographics*

To make blog content more distinct, it tends to be mixed with articles with infographics. This kind of content is confusing and not everyone can bear the cost. However, using Canva can make the most common way to create infographics very simple. Buletin If email marketing is on your list of promoting methods, it is called a newsletter. By utilizing the Canva application, you can save time in making email substance.

#### *Online Media Content*

Facebook or Instagram content combined with images is twice as successful in attracting the attention of netizens. Canva makes it easy to plan various visual media suitable for web-based media.

### *Youtube Thumbnails*

Thumbnails or images that discuss youtube recordings don't need to be snippets of the recordings. Using the Canva application, clients can plan amazing Youtube thumbnails.

### *Item Packaging Design*

Canva can help you create bundling packages for different types of items, from bottle signs to container boxes.

### *Receipt*

Just like offline stores, online stores also need to provide invitations or installment subtleties to buyers. To recognize our requests from different stores, you can take advantage of the convenience provided by the Canva app.

### *Promoting Banners*

Attractive publication banners can also be planned using the Canva app Next is how to use the Canva application either using a mobile phone or using a PC that is effectively opened by the client, namely; (1) Download the Canva app through the playstore for portable clients or open Canva through Canva's authority site, specifically [https://www.canva.com/id\\_id/](https://www.canva.com/id_id/) untuk PC clients, (2) Create a canva account, account creation should be possible using facebook, google or gmail account, (3) Create a plan through Canva, create a customized plan according to your needs, with the help of layouts, educators can use Canva effectively and can change components, text styles, or images according to their needs. Moreover, there are different provisions that are not difficult to implement with a straightforward look that does not make it difficult for clients, (4) Save the plan from Canva, once the plan is complete, the last step is to save the plan. The instructions for saving the plan are simply to tap the bottom bolt in the upper right corner and the plan will be saved in the exhibition or record hoarding.

A side effect of Canva's plan is as a visual medium, which when associated with learning will make it easier for teachers to convey learning material. As the capacity of media as a vehicle for channeling messages or learning data to condition individuals to learn (Chatzara dkk., 2019). Especially during the pandemic, the learning system is basically driven, which expects educators to be more innovative in introducing student learning methods so that learning targets can be achieved. Sandall revealed that the motivation behind learning in elementary schools is to gather students' interest, understanding of nature and themselves, and to give them the freedom to practice logical techniques and convey them. Therefore, the utilization of learning media in accordance with the quality of students and the purpose of adaptation must be ready (Capkun dkk., 2022).

In the next stage, the expert plans the learning media as a culmination of information. Then, the analysts consolidated the findings in the field with hypotheses related to learning media, Flashcards media, Canva application, and beginner understanding (Dos Santos dkk., 2019). Then, at that point, an item plan is drawn as an answer to the current problem. At this stage, it was partitioned into media structuring and refinement as follows:

#### **Media Planning**

The exercises performed by specialists at this stage are; (1) Pay attention to the offending learning material. The 2013 curriculum, Core Competencies, Basic Competencies, and source books are identified with the topic of Myself, sub topic of My Body, (2) Concentrate on Flashcard learning media as the center in choosing the structure. Next, the Flashcard learning media plan.

#### **Media Development**

Creating the underlying plan for the Flashcard learning media. At this stage, analysts form the plan into substantial items that are worth evaluating. The initial step taken in making Cheat sheet learning media is compiling a format, planning Flashcard learning media with attractive representations, and making materials that are in accordance with the purpose of finding out how it should be achieved. This improvement means making things that can be applied to obtain validator evaluations such as; (1) Create an evaluation instrument to survey the nature of cheat sheet learning media, (2) Approve the instrument to the director.

In addition to the viability and youth in utilizing the Canva application, there are still many studies that examine the adequacy of Canva utilization in making learning media. As a follow-up to the examination led by, the utilization of general media-based learning media through the Canva application is very possible to be used in learning. Its utilization can not only be done disconnectedly but also on the internet, the plan is favored by students both in terms of content fulfillment and appearance (Asongu & Odhiambo, 2019). Then, at that time, directing a review using Canva learning video media on the subject of financial aspects, in this review students seemed very interested and dynamic in commenting after watching the learning video sent by the analyst. Although there were various levels of training, the utilization of Canva application in the creation of learning media showed positive reactions from students.

Based on the directed needs assessment, it was seen that 9 out of 10 educators stated that Canva app-based vivified video media is very interesting and educators need and agree to use Canva app-based learning media in clarifying the materials. Similar research results were shown by students, specifically, 91.4% of students stated that Canva app-based energized video media is an interesting learning media and 83.4% of students stated that it is important to use Canva app-based animated video media in the learning system (Li dkk., 2023). Also directed research on improving Canva-based vivified video media in expanding students' inspiration and learning achievement. Based on this research, it is very visible that the utilization of Canva application-based motion video media can build students' inspiration and learning achievement.

Canva media can be utilized to assist the learning system, with the aim of encouraging the nature of training, instructor innovation and can save educators time in planning learning media. In learning, the reason for learning media is to assist students in communicating wonders in an organized manner and instilling ideas with treatment (Chan dkk., 2019). Media is made to explain the learning material delivered by the educator, highlight important parts, provide diversity in the learning system and increase students' learning inspiration. By applying learning media in the learning process, students are helped during the time spent to refresh their musings, sentiments, considerations, willingness, and expand students' inspiration in following the learning system. So that it affects the improvement of student learning outcomes carried out by conducting learning assessments.

Correspondingly, teachers should have information and knowledge of advanced upgrades so that the learning system is not dreary. Educators should have the choice to utilize the accessibility of different offices, for this situation as applications that can be utilized to help the learning system. The learning media, for this situation in the subject, should have the choice to display the concentrated articles directly to the students. In the learning system, students are in direct contact with the material being tested. Proper learning encouragement will provide a strong learning experience by considering the benefits and inconveniences of the media used as a facilitator in the learning system, it is a commitment for an educator to be dynamic in creating himself as innovative as possible with the aim of being able to introduce meaningful learning, which can highlight



students, animate their reasoning and increase student inspiration in learning systems both on the web and disconnected.

Assessment (Evaluation). The assessment stage is used to provide criticism to the client. Cheat sheet learning media. The consequences of the appraisal can be utilized as material to change the Flashcard learning media. At this stage, scientists finish a top-down writing survey to help the nature of the learning media on specialist assessments. Then, the scientists finish approving and altering and developing the Flashcard learning media items according to the main advice. The last level headed at this stage of assessment is to produce a Flashcard learning media plan that is appropriate to utilize to work on beginning reading ability in the subject of Indonesian Language in elementary school. In addition, the item is portrayed to get development based on the exploration outcomes to measure the achievement of Flashcard learning media improvement objectives.

## CONCLUSION

The consequences of the review revealed that the utilization of general media-based learning media is very important in supporting the implementation of learning systems both disconnected and on the web. In addition, the preliminary consequence also states that the created media is fully feasible to be utilized in the learning system. The proportion of accomplishment and adequacy can be seen from the poll as well as different perspectives, for example, the attractive plan and the clarity of the substance of the material that appears in the media. The planning of teaching materials used by teachers in the learning system is a factor that affects the achievement of learning by utilizing the right media so that students feel comfortable with the material presented.

Judging from the consequences of the review, it tends to be concluded that the Canva application-based learning media is fully feasible to use in learning. Its utilization is very interesting, in a learning situation in the midst of the current corona virus pandemic, the media made is very appropriate and makes it easier for teachers and students to complete the learning system. Learning-based media utilization. Visual sound that utilizes the Canva application, with this media also provides a new nuance in the continuous learning process in the course.

## AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

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