

Utilization of the Canva application on the Belajar.Id site as a learning media at SMK Bina Nusa Mandiri Jakarta

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ABSTRACT

This study aims to discover the use of the Canva Education Application as a learning medium accessed through web learning. id for teachers at SMK Bina Nusa Mandiri Jakarta. This research is a type of qualitative research with a literature study approach. Literature study qualitative research consists of 4 stages: making interview instruments, looking for reading material, recording, and analyzing research material obtained. The results of interviews conducted with teachers at SMK Bina Nusa Mandiri show that the Canva Education application is handy because it can help teachers create engaging learning media for students. The Canva Education application has various features teachers can use to create learning media, such as PPTs, learning videos, infographics, etc. The research results show that the Education Canva Application facilitated by the Ministry of Education and Culture allows teachers at Bina Nusa Mandiri Vocational School to create learning media using only the learn quickly. Id website and can already get the Canva Application for free. The meaning of using the Canva application on learning.id website for history teachers at Bina Nusa Mandiri Vocational School is to be an exciting learning medium because history lessons are famous for lessons that only focus on books. The Canva application learning media has various templates and can also be used to make history-learning videos look interesting. The Canva App can vary in history lessons.



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INTRODUCTION

In this modern era, all activities are related to technological tools; in human life, technology is needed to facilitate its activities. One of the activities that require technology is the world of education. Education must utilize and use technological tools as a medium carried out during the learning process (Miftah, 2013). The benefit of this technology is that it can provide an attractive display so that students are interested in learning it. In modern times, students receive information provided by teachers and as messengers. This research is associated with history subjects because history subjects are known as boring subjects. At the time of history lessons, the teacher only reads material from books such as reading texts, which does not involve technological tools in the learning process. Teachers must use technological tools so that learning occurs conducive and that history

subjects do not seem boring. History is no longer boring but a subject that has an exciting appearance using technology. Teachers must be creative in carrying out the learning process.

In this 21st century, education can combine knowledge skills and use advanced information and communication technology. So that students can become young people who not only understand science but can collaborate between science and technology so that in the future, the younger generation can make good use of technology (Rahmawati & Atmojo, 2021). The Ministry of Education and Culture focuses on developing learning and training applied in the industrial era 4.0. That era requires each generation to have good quality and creativity in creating bright ideas (Raksa, 2020). The generation that lives during the development of sophisticated technology must have or innovate in making learning media, from how it is made to how to deliver information.

Media is a supporting tool used in the learning process to help run learning process activities between teachers and students. If there is no learning media, the learning process will not take place properly, so the media's role is vital in the learning process (Nurseto, 2012). Learning media is a tool that cannot be separated from learning activities. To be able to determine the achievement of a successful teaching and learning process is from learning media. Learning media is used in learning activities because it functions as a visual tool in the learning process and can provide learning motivation to students. Students are motivated to learn if they see the learning media used as attractive, increasing student understanding of the material given by the teacher (Jannah, 2009).

Teachers must design learning media well so that students understand the purpose of the material that the teacher has delivered during the learning process. Creating learning media must know the characteristics of students so that the learning media used can be carried out correctly (Miftah, 2013). Teachers must have innovation and creativity in making learning media using technology proliferating today. In this sophisticated era, many foam platforms provide various applications that can be used as tools for making engaging learning media (Idawati et al., 2022).

One application that is widely used is Canva. This Canva feature provides a variety of designs; some are free, and some are paid. The features provided are exciting and can be used to create learning materials. Canva can display text, video, animation, images, and attractive templates to create power points, posters, infographics, and percentage videos. The Ministry of Education and Culture has provided a particular Canva Application for teachers, free of charge. This Canva Education or *Canva for Education* application is accessed through a Belajar—ID account. The Ministry of Education and Culture provides this Canva foam platform to provide suitable facilities for making learning media so that teachers can pour their creativity into making learning media through the Canva Education Application (Rizanta & Arsanti, 2022).

The Canva Education Application with the Canva Application that other people usually use is very different because by using the Canva Education Application, all the features in the Canva Application can be accessed for free. In contrast, for the usual Canva Application, not all features are provided for free because some features are paid. Based on observations and interviews with SMK Bina Nusa Mandiri Jakarta teachers, not all teachers use the Canva Education Application because they still use the templates provided in the regular Canva Application.

An alternative solution to the problem is to use the Canva Pendidikan Application created by the Ministry of Education and Culture specifically for teachers. The Canva Pendidikan application has benefits as a tool for creating learning media that can be used because it provides a variety of exciting features and is free to use in making learning media. This learning media was developed with the hope that teachers will take advantage of programs from the Ministry of Education and Culture. The learning process runs well if teachers create learning media that attracts students' attention. Especially in history learning, because it is known that history learning is famous for boring learning; therefore, to change such a way of thinking, teachers are expected to be able to create learning media by utilizing the technology that has been provided by pouring their ideas and creativity by making learning media make the learning atmosphere fun.

This study aims to determine the use of the Canva Education Application in making learning media. It can make it easier for teachers to make learning media; teachers can make PPTs, learning videos, infographics, animations, graphics, images, etc. This media development is supported by

previous research relevant to research conducted by [Idawati et al. \(2022\)](#) from Universitas Pahlawan Taunku Tambusai entitled Utilization of Canva as a Science Learning Media at the Elementary Level in his research stated that the Canva application media as a learning medium can facilitate teachers in teaching and learning activities. The difference lies in the Canva Application described in . Research, explained that the Canva Application that other people usually use is not a special educational one, while researchers explain the use of the Canva Education Application accessed through the bell jar. Id site as a learning medium, and the Canva Education Application is all elements features can be accessed for free.

The results of this research and observation are to produce another alternative in the world of education in utilizing learning media so that teaching and learning activities run effectively. The Canva Pendidikan application made by the Ministry of Education and Culture is made specifically for teachers to make learning media so that teachers can hone their creativity. Based on a preliminary study conducted by researchers at SMK Bina Nusa Mandiri Jakarta, teachers need to use the Canva Pendidikan Application on the belajar.id site in making learning media. The Canva Education Application has a variety that can be used to create learning media so that teachers can use it so that learning can take place effectively and effectively. This research is expected to provide further insights into how the use of the Canva Application in an educational context can enhance the quality of teaching and contribute positively to the students' learning experience.

METHOD

The research method used in this study uses qualitative research with a type of qualitative research case study. Qualitative research using case studies is a case to be studied in depth to analyze what happens behind the phenomenon. Researchers conduct interviews and observations to get the information needed ([Assyakurrohim et al., 2022](#)). The data collection characteristics are carried out directly to sources who can provide information according to the needs of researchers. The intended research place is SMK Bina Nusa Mandiri Jakarta, the target of teachers at SMK Bina Nusa Mandiri Jakarta. This study's subjects were eight SMK Bina Nusa Mandiri Jakarta teachers.

Researchers use qualitative models of case studies because researchers make observations, direct interviews with the field, and documentation. The instrument used in this study is an interview instrument that contains questions that must be answered and observations. More detailed steps can be seen in [Figure 1](#).

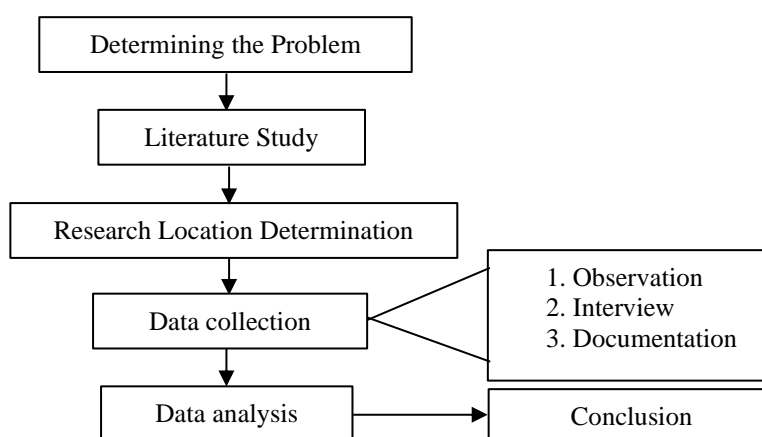


Figure 1. Process of Data Analysis

1. The interview instrument has 12 questions that must be answered, namely:
2. What is the teacher's name?
3. The origin of the teacher's school?
4. How long have you been teaching at SMK Bina Nusa Mandiri?
5. What is the teacher's parent number?
6. Do you know about the Canva application?

7. Do teachers use the Canva application to create learning media?
8. The Ministry of Education created a unique canvas for teachers, accessed through the bell jar. Id web. Do you know about this news and whether you already have an educational Canva account?
9. Have you used the educational Canva application, and how long have you been using the Canva application?
10. What are the benefits of using the Canva Pendidikan application?
11. What is the difference between creating learning media using the regular Canva application and Canva made by the Ministry of Education?
12. What are teachers' disadvantages and advantages when using regular Canva and educational Canva?
13. How do you respond to the teacher's canvas application?

Before being given to the interviewees, this interview instrument is consulted on whether it is feasible to use as a question. After being consulted, this instrument is feasible, given to the resource person for the interview process, then observation by looking at the school environment of SMK Bina Nusa Mandiri Jakarta and taking some documentation for data purposes. The technique of obtaining subjects is observation, interviews, and documentation conducted at SMK Bina Nusa Mandiri Jakarta. This observation activity will be carried out on May 2, 2023.

In this observation activity, researchers looked at the school environment. They asked the Curriculum Representative of SMK Bina Nusa Mandiri Jakarta about teachers who have used the Canva Application on the Belajar.id website. The interview was conducted on May 8 at SMK Bina Nusa Mandiri Jakarta. Researchers interviewed eight teachers using the Canva App on the Bajar-id website. So, in conducting interviews, tools are needed, such as questions that have been prepared and mobile phones to record sound and take documentation at the Bina Nusa Mandiri Vocational School and photos of teachers using the Canva Application using a digital camera.

The data analysis technique carried out by researchers is to collect data; at this stage, researchers look for data related to the topic to be discussed and prepare interview instruments that will be given to the resource persons, and then the results of interviews and observations are recorded. The observation protocol was carried out to observe teachers at SMK Bina Nusa Mandiri Jakarta who used the Canva Application on the Belajar.id website to create learning media. The goal is to obtain the necessary information and data. The aspects observed are the school environment and SMK Bina Nusa Mandiri teachers.

The interview protocol is part of the final project by researchers on "Utilization of the Canva Application on the Belajar.id Website as a Media for Learning History at SMK Bina Nusa Mandiri Jakarta (Case Study: SMK Bina Nusa Mandiri). I am interested in researching the Canva Application in Bajar.id website because this Canva Application can be used to create learning media because it has exciting features and templates and provides convenience for teachers. Researchers will interview eight teachers who will then answer 12 questions. Furthermore, researchers write down the essential points from observations and interviews after obtaining data. Then presenting the data, researchers will present the data obtained from the resource persons through interviews conducted with teachers at SMK Bina Nusa Mandiri. Finally, after all the data is presented, the researcher makes an overall conclusion from observations, interviews, and documentation.

The validity of data in qualitative research conducted by researchers to find out the research conducted by researchers in scientific research. The validity test of data includes *Credibility* (readability). This stage is a test of trust in research made by researchers so as not to doubt it as scientific research. *Transferability* is external validity in qualitative research and, at this stage, accounts for the results of the populace and samples taken. *Dependability* is done by researchers, from determining the problem's topic to compiling overall conclusions; confirmability of this technique if it has been agreed upon and meets the standards.

RESULTS AND DISCUSSION

Result

Canva Application as a Learning Media

Researchers conducted observations and interviews at SMK Bina Nusa Mandiri Jakarta, located on Jl. Penganten Ali No.4, Rt.01 Rw.06, Ciracas, East Jakarta. Observations were made by observing teachers in making learning media. This observation was made to find out how teachers make learning media. Interviews were conducted by collecting information related to learning media teachers use during learning. The results of observations and interviews at SMK Bina Nusa Mandiri show that eight teachers have used the Canva Application on the bell jar. Id and some teachers still have not used the Canva Application on the Belajar.id website, as shown in [Figure 2](#).



[Figure 2](#). School of SMK Bina Nusa Mandiri Jakarta.

The use of learning media that does not innovate can cause boredom in students, so that learning does not run well. Teachers at SMK Bina Nusa Mandiri revealed that using innovative learning media will help students concentrate on learning and increase learning motivation. Student learning motivation is a process of achieving success; if students are motivated to follow learning well, success will be achieved ([Resmini et al., 2021](#)). Therefore, teachers are required to be able to take advantage of technological tools that are sophisticated today and can plan, implement, and evaluate every learning process carried out. Learning media has a vital role in carrying out a good learning process because the presence of learning media can achieve the success educators have designed. Learning media functions as a facilitator and can convey messages to students so that the information the teacher has provided can be conveyed well to students and the learning process takes place effectively and efficiently in a planned manner ([Mahardika et al., 2021](#)). Teachers can create excellent and comfortable learning media to convey the information provided well to students ([Junaedi, 2021](#)). Learning media also has a role as motivation for students and brings psychological influences to students. It should be considered when choosing suitable learning media for students. Learning can be carried out if teachers can prepare learning carefully. Moreover, what must be considered is the selection of learning media suitable for students; teachers must first know the characteristics of each student ([Moto, 2019](#)).

The rapid development of technology and information is very influential for the world of Education; the world of Education must constantly adjust to technological developments, especially in learning activities. Technology can provide convenience for everyone, from children to adults, who are all already using technology as a necessity. Teachers can use technology to create learning media. Learning objectives can be achieved by utilizing technology and learning activities run effectively. Technology in the world of education is not only a tool but also an introduction to information that can facilitate learning ([Agustian & Salsabila, 2021](#)). In this sophisticated era, many platforms can be used to create more exciting learning media so that students are interested in following the learning process. Teachers can use existing technology to express their ideas and creativity in making learning media.

One application that can help teachers make learning media is the Canva Application; Canva is used to create graphic designs. The Canva application provides a variety of attractive templates and can be used to create PPTs, posters, pamphlets, infographics, learning videos, and so on (Fauziah et al., 2022). By using the Canva App, teachers can express ideas and creativity and explore themselves to create learning media that have an attractive appearance (Sholeh et al., 2020).

Because this Canva application can only be accessed by teachers, it cannot be accessed by others. By utilizing the Canva Application, teachers can continue to create learning media so that students are interested in following the learning process well even though the COVID-19 pandemic is not an obstacle for teachers to carry out the learning process and make engaging learning media using the Canva Application (Irkhamni et al., 2021).

Discussion

Utilization of the Canva application as a historical learning medium

The results of interviews conducted by teachers at SMK Bina Nusa Mandiri Jakarta show in Figure 3 who have used the Canva Pendidikan Application said that many benefits are felt when using the Canva Pendidikan Application because this application for people who do not understand the world of design is beneficial because of its accessible features, the templates provided vary so that this provides convenience for teachers.



Figure 3. Interview with the teacher.

The Canva application that other people usually use does not have all the features that the template can use in contrast to the Canva Education Application, which is very useful and convenient because it can download templates and features for free. The Canva application can be used on laptops or smartphones; with this, the Canva Application users become easy because it can be used wherever and whenever they want (Poerna Wardhanie et al., 2021). The Canva Education application and educational needs can also be used for daily needs. Teachers can create PPTs, learning videos, animations, and others using the Canva Education App. Teachers make engaging learning media so students feel happy participating in learning activities. The purpose of the teacher making learning media is so that what is conveyed by the teacher can be conveyed well to students so that the material provided can be absorbed by students (Alfian et al., 2022). In this sophisticated era, the world of education must have good quality, be able to produce professional teachers and be able to utilize existing technology so that teachers not only teach and read books but teachers can also update about technology that is developing at this time so that it can be used during the learning process. Teachers can use technological developments to create learning media so that learning is not boring (Firmadani, 2020). Teachers who use the Canva Education Application have felt the benefits of creating learning media, as shown in Figure 4. It becomes easy to enter the material into the template already available in the Canva Application on the Belajar website. Using the Canva Application can

attract students' attention by presenting exciting teaching materials (Tri Wulandari & Adam Mudinillah, 2022).

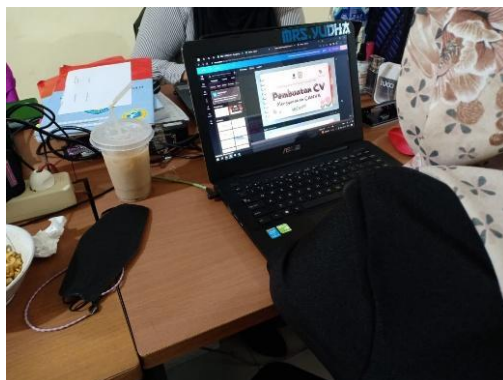


Figure 4. Teachers who use the Canva Education App.

According to Talizaro Tafonao (Tafonao, 2018), Learning media has a role in helping students understand the material given by the teacher so that what is explained by the teacher can be channeled properly. Learning media is also a tool used by teachers when teaching. With the existence of learning media, learning activities will run effectively. History learning is known for its boring lessons and only focuses on books. Different learning media will make innovative, exciting learning activities fun and practical. History learning, a science that studies historical events that occurred in the past, contains values that can be applied in everyday life, can shape social attitudes and dispositions, has high curiosity and critical thinking in students, and fosters a sense of nationalism (Herdin et al., 2020).

History lessons have an essential role because by studying history, the younger generation will know the histories that have happened and become the identity of a nation. Teachers at SMK Bina Nusa Mandiri also feel that using the Canva Application can make it easier for them to create learning media so that the display of the material given to students looks attractive. Using technology, history learning can be more varied, and communication occurs between teachers and students during the learning process so that students receive the information the teacher conveys well. To create learning media, teachers must know the characteristics of students so that the learning media used can be carried out correctly and achieve the desired goals.

This Canva Pendidikan application allows teachers to easily explore all the elements that have been provided and many menu options. Teachers are very receptive and enthusiastic about the program that the Ministry of Education and Culture has made because this is a good program that has many benefits for teachers in the modern era like now, who are always required to innovate, be creative in making learning media by utilizing the facilities that have been made.

CONCLUSION

The results of observations and interviews can conclude that teachers at SMK Bina Nusa Mandiri Jakarta have taken advantage of the Canva Pendidikan Application that the Ministry of Education and Culture has created. The Canva Pendidikan application is accessed through Belajar.id website can provide convenience and benefits for SMK Bina Nusa Mandiri Jakarta teachers in creating learning media. The Canva Pendidikan application allows teachers to explore and express their creative ideas in making learning media that will be given to students to motivate them to follow learning activities well. Because the role of learning media is vital in the learning process, the Canva Pendidikan application is not only used for the world of education but can be used for daily purposes. Researchers suggest teachers can better utilize technology that is already sophisticated in the learning process because by utilizing technology, teachers easily create learning media that are what is needed by students. It is not only focused on books but involves technology in the world of Education. So that students will be interested in following the learning process and the information conveyed by the teacher can be conveyed well to the students. For the next researcher, it can be used as research

material by utilizing existing foam platforms to make learning media; in this modern era, there are already many foam platforms such as Canva Applications, Quizizz, and Kahoot as tools to create learning media, so that students are interested in participating in learning activities.

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