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Development of Canva Application Learning Media Increase Learning Outcomes Class X Economic Studies at SMAN 3 Bangkalan

Amiro*, Ika Lis Mariatun, Yusrianto Sholeh
STKIP PGRI Bangkalan, Bangkalan, 69116, Indonesia

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ABSTRACT

This research is research into the development of learning media products using the Canva application for economics subjects for class X students at SMAN 3 Bangkalan. This research aims to develop interactive learning media in economics subjects and its application in order to improve the learning outcomes of class X students at SMAN 3 Bangkalan. This development research is carried out using R&D (research and development) which consists of potential and problems, information gathering, product design, design validation, design improvement, product testing, product revision, use testing, product revision, and product manufacturing. Based on this research, for the assessment, material experts obtained a percentage score of 78% in the (worthy) category, media experts obtained a percentage of 83.3% in the (very worthy) category, field practitioners obtained a percentage of 98% in the (very worthy) category. category (very worthy). category (very worthy), and improve learning outcomes with a score of 0.82 or 82% in the category (high). Based on the pretest and posttest student learning outcomes were initially 60-70, after using learning media using the Canva application it became 90-95, increasing from 15-30. It can be concluded that the media can increase the learning outcome of the students.

1. Introduction

Education is a method that involves various planned activities to acquire knowledge. Education is needed to form open-minded people and produce a high-ranking culture (Junaedi, 2014). As written in Law No.1. 20 Article 3 of the 2003 National Education System, namely, "The function of national education is to develop abilities, form a dignified national character and civilization in order to create a national life that is more intelligent, noble, healthy, knowledgeable,

* Corresponding author.

E-mail: amiomukminin12345@gmail.com

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capable, creative, independent human beings who are citizens of the country. democratic and responsible.”

The ability to compete in the world of education today is very interesting where teachers need innovation to present or create interactive learning media in accordance with current developments (Hidayat, 2022). The use of learning media in the learning process can increase interesting and stimulating learning activities. (Mamahit, 2020) Learning is the development of new knowledge and skills when a person interacts with information or the environment. Learning can be described as an educator's efforts to teach students. many kinds tools that can help in the learning process, like the media learning using the Canva application. Learning Media Used in Teaching Activities, efforts are made to select effective and efficient learning media because it can make it easier for students to understand the learning delivered by the teacher through this media. Technology can now be used to produce more creative learning media. Teachers must be able to create learning media using existing technology.

Teachers are required to be able to create creative and interactive learning media to support teaching and learning activities. The development of increasingly advanced times means that technology is now increasingly developing, causing the teaching and learning process to change. Technological developments can be seen from the increasing use of the internet in all lives (Rohma, 2021). The use of learning media must be adapted to the era of industrial revolution 4.0. to produce more creative and innovative teaching and learning activities. The transformation of education requires teachers to keep up with the times. The problems currently being faced are caused by the high growth of the digitalization revolution in the education sector.

The use of information technology is the driving force in creating products to meet the needs for adapting educational technology. So the teaching pattern in delivering material must be more interactive, apart from that the teacher can also interact more with students where the teacher as a facilitator allows collaboration between students to be realized. The development of learning media is needed because students feel bored. The existence of media that helps the teaching and learning process can influence the delivery of information on target . Learning media is media that can help the learning process and can influence student learning (Rahmatullah, 2020). Teachers' skills in compiling and applying learning media can influence the level of student learning outcomes. Effective and enjoyable learning is collaborative and student-centered.

The media used must be in line with the learning objectives and make students feel comfortable and practical in understanding the learning material presented (Ramli, 2018). Learning media needs to pay attention to the impact of illustrations that can be used to convey messages to students. (Ramdani, 2019) Learning outcomes are activities for students after learning. For this reason, a prospective educator must be able to measure the behavior of his students which is a reflection of learning outcomes. Learning outcomes are students' achievements in mastering

physical and intellectual skills at school and are realized every semester in the form of report cards.

Learning media tools that contain audio-visual content are the most important thing in delivering material to make learning more enjoyable (Pelangi, 2020). Media creation requires skills to produce interesting learning media. Currently there are many editing applications that can help design learning media, (Riono, 2022) one of which is the Canva application which can be used on Android or laptops, making it easier for users to use the application.

The Canva application is software that has a variety of attractive displays and designs and can be used straight away. The Canva application is not only for creating presentation designs, but also designs banners, posters, photos, CVs, etc. Canva is a software application that makes it easy to create interactive learning media, making it easier for teachers and students to design. One of the advantages of Canva is the ease of creating any design such as: presentations, banners, ebook covers, learning videos with ready-to-use animations. The Canva application can be used online on a laptop or Android (Tanjung, 2019).

Canva is a tool that has the opportunity to help create learning media for teachers so that it looks more attractive. The Canva application has a paid feature for premium templates, but this is not a big obstacle because there are still many free and attractive templates that can help improve student learning outcomes. (Azzahra, 2023). The advantage of the Canva application is that it can help teachers create learning media. Based on the results of observations by researchers at SMAN 3 Bangkalan, namely from teachers who provide more material and use more lecture methods, the learning methods applied by some teachers are still not ideal.

Judging from the activeness of students who take more notes when listening to material taught by the teacher, this will have an impact on the passive attitude shown by students when studying. Another problem is the limitations or lack of learning media used, if this problem continues then students will get bored and the material presented will not be accessible to students.

There are many learning problems, as has been mentioned, these problems can be overcome by using learning media. Where the learning media is software-based which is presented using available technology such as the Canva editing application. Software is a learning tool that displays various types of media such as text, images, animation, audio and video. Editing applications can help teachers understand various concepts on topics that are difficult to explain or too abstract. The learning media developed aims to improve the learning outcomes of class X students at SMAN 3 Bangkalan.

2. Methodology

According to Sugiyono (2018) indications are that the research and development model is used to produce certain products and to test the effectiveness of these products. The research model used in this research is a descriptive model. which explains the stages a developer takes in creating media . According to(Junaedi, 2014) The form of development used as the basis for this research consists of 10 stages. 1) Possibilities and challenges, 2) Information gathering, 3) Product design, 4) Design verification, 5) Design refinement, 6) Product testing, 7) Product revision, 8) Usage testing, 9) Product revision, 10) Mass Production. Obtaining a product requires research and requires analysis of certain product efficacy tests. So research is needed to test the demand for this product so that it can work in school environments.

This data analysis technique uses quantitative data analysis and qualitative data analysis. Qualitative data was obtained from validator input at the validation stage and input from media and material experts. Quantitative data resulting from product development is now available and created in the form of interactive learning media using the Canva application. Statistical experiments were used for the data. In this way, it is hoped that we can understand further data as a basis for developing product revisions.

Analysis of Expert Assessment Sheets

Completion of the research sheet by experts in the form of a learning media feasibility table as a basis for revising the components of using learning media. According to (Ningsih, 2022) the format used can be seen in Table 1.

Table 1. Eligibility Criteria for Expert Assessment

Score	Criteria
4	Very Valuable
3	Worthy
2	Decent Enough
1	Not feasible

So the results of the questionnaire are analyzed by:

$$P = \frac{f}{N} \times 100\%$$

Information:

P = Percentage Number

f = Raw score obtained

N = Maximum score

Apart from that, the final step displays the calculation results based on aspects which can be seen in Table 2.

Table 2 . Percentage Ranges and Interpretation Criteria

Evaluation	Interpretation Criteria
80 % < x ≤ 100%	Very Worth It
60 % < x ≤ 80%	Worthy
40 % < x ≤ 60 %	Decent Enough
20 % < x ≤ 40 %	Not feasible

Analysis Improves Learning Outcomes

Improving learning outcomes is very important related to the use of appropriate learning tools , because they have aspects that are related to each other which aim to improve student learning outcomes (Husna, 2022). According to Ratnasari (2022) Testing the increase in student learning media learning outcomes using the Canva application is measured on average using the N-Gain formula :

$$N\text{-gain} = (\text{average } \textit{posttest score}) - (\text{average } \textit{pretest score})$$

$$\text{Maximum score} - (\text{pretest average score})$$

The success of increasing capabilities can be seen in Table 3 as follows :

Table 3. Criteria for Increasing Ability

No.	Success rate	Qualification
1.	N-gain ≥ 0.70	Tall
2.	0.30 < N-gain < 0.70	Very High

3. Results and Discussion

Potential and Problem Analysis Stage

The development of Canva media for class X-5 students at SMAN 3 Bangkalan began with an analysis of potential and problems obtained from the results of observations made. including; (1) The use of the lecture method to explain material to students in such a way that it influences students' tendency to be passive in learning activities and has the potential for students not understanding the material being presented, (2) Deficiencies in the use of learning media are shown by using PowerPoint slides containing written material . and the appearance is less attractive so the teacher still has to explain the material again so that students better understand the material presented on the *PowerPoint slides*. Meanwhile, the potential obtained by researchers is related to the existing infrastructure at the school.

Where schools have provided LCD projectors and HDMI to assist teachers in delivering material, while the potential currently being discovered is a web or application that provides *PowerPoint slide templates* that are more attractive and can be used at any time.

Data Collection

To develop learning media using Canva, data and information are needed which will be used as material for designing and producing learning media. The output of this stage's activities is the collection of various data and information through literature studies, such as curriculum studies, learning objectives, books on economic topics.

Product Design

Designing learning media is carried out through several steps.

Concept Analysis

All teaching materials related to competency are collected for designing learning materials and media.

Define Learning Strategies

The guidance strategy used in learning using Canva is an introduction in the form of a menu, material description, games, and closing in the form of a pre *-test and post-test*.

Determine Pretest and Posttest Questions

The pretest and posttest consist of 20 multiple choice questions which are asked and answered via the Google Form link. that has been provided. The questions are done sequentially until the last question number. After working on the questions, the scores obtained by students in doing the pretest and posttest are displayed.

Product Validation

After the initial product is created, it is then validated. The result of the activities at this stage is *an initial review of learning media products carried out by one material expert and one learning media expert. Material experts who are competent reviewers in the field of economic subjects.* The results of the material expert assessment on the questionnaire given as learning media using the Canva application were overall good and worth trying. However, before testing, material experts provide the following suggestions:

- a. At the beginning before learning using Canva media, explain the learning objectives included in the media.
- b. complete material about the types of non-bank financial institutions.

The following can be seen in Figure 1 of the media before being revised as follows:

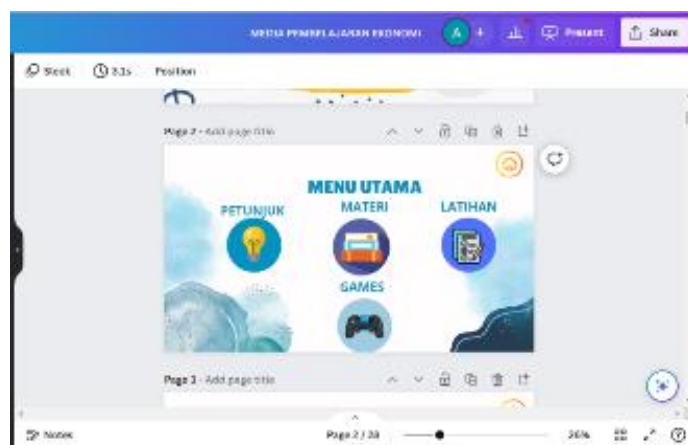


Figure 1. Media before revision

The following revised media can be seen in Figure 2 as follows:

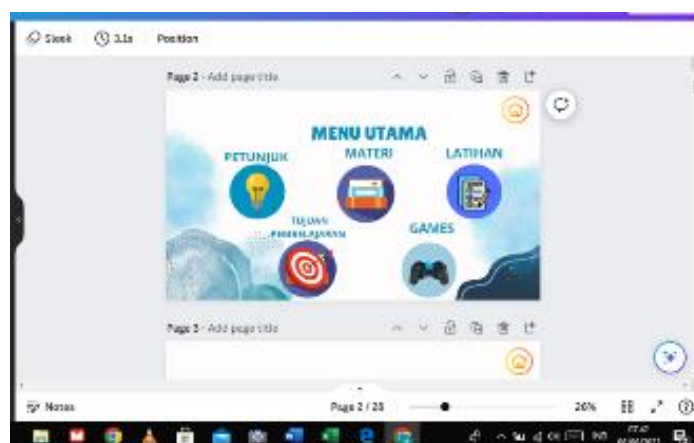


Figure 2 . Learning Media after revision

The following can be seen in Figure 3 of the media before being revised as follows:

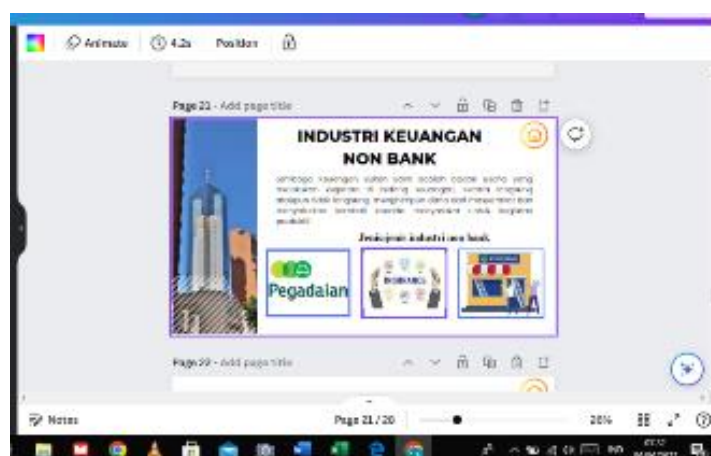


Figure 3 . Learning Media before revision

The following revised media can be seen in Figure 4 as follows:

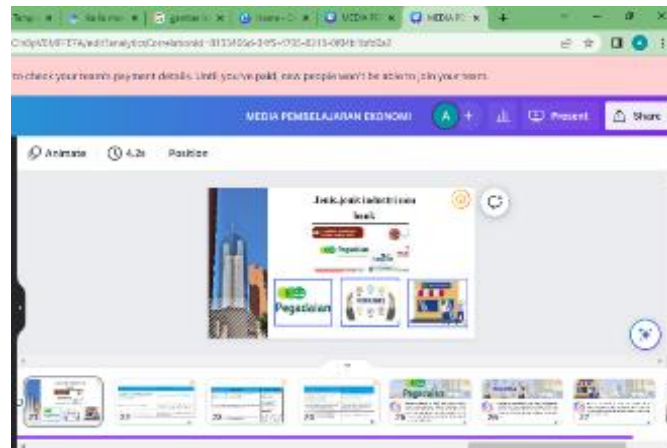


Figure 4. Learning Media After Revision

Meanwhile, media experts are competent in the field of learning media. The results of the media expert's assessment via a questionnaire stated that the learning media using the Canva application was overall good and worthy of being tested. But before testing it, media experts provide the following advice:

- a. Hyperlink on *Start button* fixed
- b. Music volume is reduced

The following can be seen in Figure 5 of the media before being revised as follows:

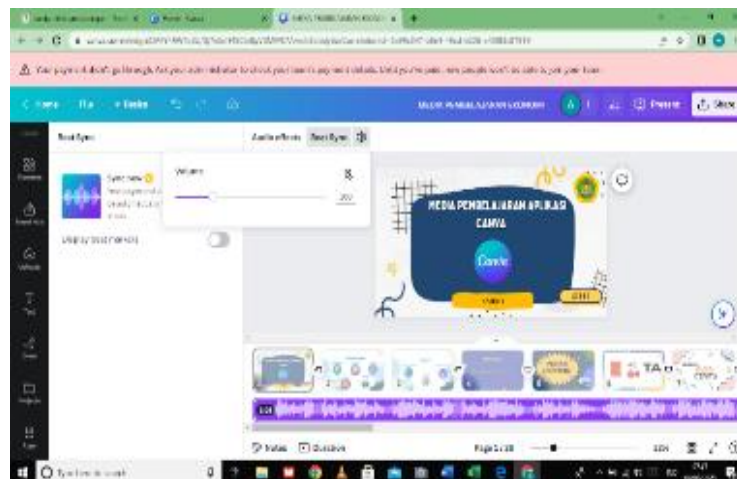


Figure 5 . Learning Media Before Revision

The following revised media can be seen in Figure 6 as follows:



Figure 6 . Learning Media After Revision

The following can be seen in Figure 7 of the media before being revised as follows:

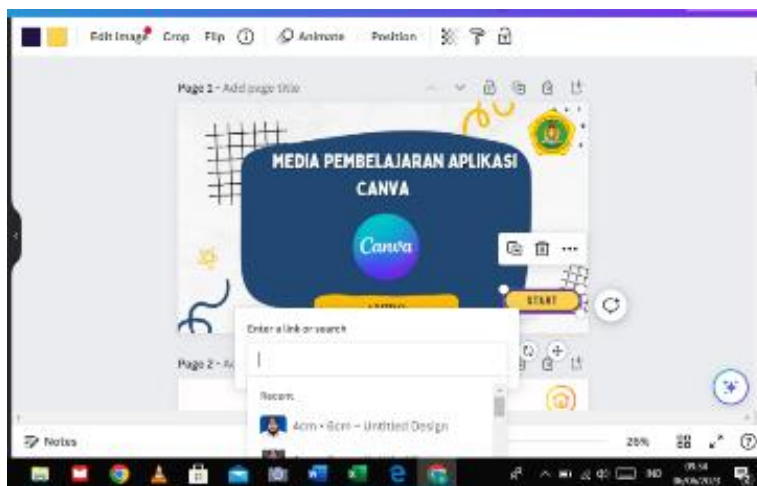


Figure 7 . Learning Media Before Revision

The following revised media can be seen in Figure 8 as follows:

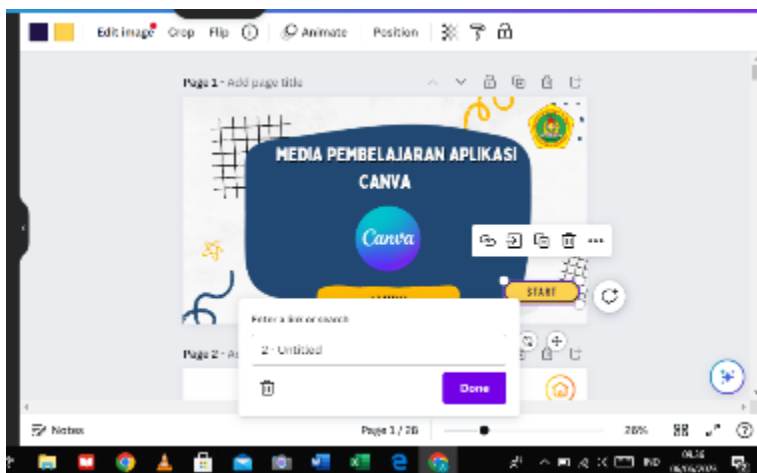


Figure 8 . Learning Media After Revision

The reviews obtained are used to determine the quality of the products being developed. The review provides an assessment to be revised until the learning media product is declared feasible and can be tested on students. The following is an explanation of product validation data:

Material Expert Validation

Validation of material in learning media is carried out by material experts who are competent in economic material. Assessment by material experts is reviewed from 4 aspects consisting of presentation of material according to the flow of learning objectives, coherent concepts, clarity of presentation of material, and can be used individually. The results of material expert research can be seen in Table 4 as follows:

Table 4 . Expert Assessment of Learning Media Materials using Canva

No.	Assessment aspect	Number of items	Score	Percentage	Category
1.	Material	10	31	78%	Worthy

So an average percentage value of 78% was obtained in the "Decent" category according to table 4 So it can be concluded that development media using the Canva application is worthy as a support for teaching and learning activities.

Media Expert

Assessment in developing learning media using the Canva application is carried out by media experts. Media expert assessments are reviewed from several aspects consisting of appropriateness of music selection, clarity of images, attractiveness of animation, practicality of use, and can be used individually. The results of the media expert assessment can be seen in table 5 as follows:

Table 5. Media Expert Assessment of Learning Media using Canva

No.	Assessment aspect	Number of items	Score	Percentage	Category
1.	Media	12	40	83.3%	Very worthy

Based on Table 5, the 'Very Appropriate' category has an average percentage value of 83.3%, which shows that the media developed using the Canva application can be used meaningfully to support teaching and learning activities.

Field Practitioner (Teacher) Assessment

Assessment at this stage is carried out by the economics subject teacher at SMAN 3 Bangkalan. Assessment of learning media using the Canva application by subject teachers is reviewed from several aspects of material assessment, language and presentation of learning media. The assessment results can be seen in Table 6 as follows:

Table 6. Field Practitioners' Assessment of Learning Media using Canva

No.	Assessment aspect	Number of items	Score	Percentage	Category
1.	Media	10	39	98%	Very worthy

Based on Table 6 , in the case of "Very worthy" the average value is 98%, and it is considered that the development media using the Canva application is carried out as a medium for understanding the material and can be used. improve student learning outcomes.

Improve Learning Outcomes

This stage is used to find out whether developing learning media using Canva can improve learning outcomes or No. This assessment was carried out by 30 class X-5 students of SMAN 3 Bangkalan. The results of the research can be seen as follows.

$N\text{-gain} = (\text{average posttest score}) - (\text{average pretest score})$

$\text{Maximum score} - (\text{pretest average score})$

$$N\text{-gain} = \frac{95 - 72}{100 - 72}$$

$$= \frac{23}{28}$$

$$= 0.82$$

So there is a value of 0.82 in the category "High influences student learning outcomes" which is said to be high because it meets the criteria for increasing ability which can be seen in table 7 as follows:

Table 7. Criteria for Increasing Capabilities

No.	Success rate	Qualification
1.	$N\text{-gain} \geq 0.70$	Tall
2.	$0.30 < N\text{-gain} < 0.70$	currently
3.	$N\text{-gain} \leq 0.30$	Low

It can be concluded that the development media developed through the Canva editing application is worthy for use as a medium for understanding the material provided and can improve student learning outcomes.

Product Trial

Review of learning media using Canva by students. Respondents for product trials were 20 students taken from class.

Trial Use

This stage is carried out after revising the product. The utilization test was attended by 30 class X students of SMAN 3 Bangkalan. In the trial use, students carry out a *pretest and posttest* to determine learning outcomes after using the learning media developed for the next product revision. This assessment was carried out by 30 class X-5 students of SMAN 3 Bangkalan. The students' *pretest posttest* results obtained a score of 95 after using learning media. Before using learning media, students obtained a score of around 60-70, which means the learning media developed can improve student learning outcomes.

Final Production

After going through various stages, the final product is obtained. The final media in this research is learning media using the Canva application. *Power point* -based learning media created in Canva is presented in an attractive and unique display so that students can understand the material they have studied in class and improve learning outcomes.

4. Conclusion

The conclusion obtained from the results of this research is that learning media using the Canva application in class X economics subjects at SMAN 3 Bangkalan has been successfully developed with banking material. Learning media is packaged in the form of power points which are edited as attractively as possible using the Canva application and can be distributed via links. There are several main menus in learning media, namely instructions, learning objectives, games, materials and practice questions. The learning media developed meets the learning media criteria because it includes text, images, animation and audio. The learning media using the Canva application in economics subjects that has been developed is very worthy for use in the classroom learning process to improve student learning outcomes.

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