

Use of Canva in Primary School Education: A Qualitative Study of The Use, Advantages and Disadvantages of Canva

Astuti Hidayati^{1*}, Sayfudin Zuhdi¹, Meri Resti¹, Tio Tanra Azaria¹, Lisa Andary¹

1 Universitas Jambi, Jambi, Indonesia

* E-mail: astutihidayati52@guru.sd.belajar.id

ABSTRACT

In the midst of developments, the role of teachers in the technological era is very important to ensure that technology is used effectively and is useful in education. Teachers must be able to utilize various technological tools to create interesting and interactive learning experiences. The approach used in this study is a qualitative approach. Researchers used triangulation of sources. Data collection techniques used in this research include observation, interviews and documentation. The research results show that Canva has become a very valuable tool in the learning process, helping teachers design interesting and effective learning materials. Using Canva in creating presentations, infographics, posters, banners and learning videos has been proven to increase students' understanding and retention of lesson material. Canva's main advantages include a user-friendly interface, high accessibility, and support for inclusive education. However, there are some drawbacks, such as limited features in the free version and the need for a stable internet connection.

KEYWORDS

canva use; qualitative study

1. INTRODUCTION

Education is one of the most important aspects of human life, encompassing various conscious and planned efforts to shape, develop, and maximize individual potential (Dodi, 2019). Education is not merely a process of transferring knowledge from one generation to the next but also involves the development of attitudes, skills, values, and behaviors necessary for active participation in societal life. A good education helps individuals become independent, critical, creative, and responsible (Arif Rohman Hakim, 2023).

Furthermore, education plays a very important role in shaping a person's character and personality (Fatmah, 2018). Through education, individuals can develop their potential, understand moral, ethical, and cultural values present in society. The educational process does not only occur within formal school environments but also within the family and community. The family is the first and foremost educational environment for children (Rustin Cuit, 2022). Here, basic values, norms, and habits are taught by parents to their children. The community also plays an important role in education through various social interactions, activities, and experiences that individuals acquire throughout their lives.

Formal education that takes place in schools includes various levels, from basic education, secondary education, to higher education. At each level, the educational curriculum is designed to meet the developmental needs of students. At the basic education level, the primary focus is on mastering basic skills such as reading, writing, and arithmetic, as well as developing social and emotional skills. At the secondary education level, students are introduced to more specific and complex disciplines. Meanwhile, at the higher education level, students are given the opportunity to specialize in certain fields according to their interests and talents.

The development of information and communication technology today has brought significant changes in the world of education. Technology has opened new opportunities for more flexible, interactive, and personalized learning (Arikarani & Amirudin, 2021). E-learning and distance learning have become increasingly popular alternatives, especially in situations such as a global pandemic. Technology also allows access to broader and more diverse educational resources and facilitates easier collaboration and communication between students and educators worldwide. However, the utilization of technology in education also requires special attention to the digital divide. Not all individuals have the same access to technology and the internet, which can create disparities in learning opportunities. Therefore, efforts must be made to ensure that technology is used inclusively and accessible to all students.

Moreover, education must always be relevant to the changes and demands of the times. The curriculum and teaching methods must be continuously updated to reflect the advancements in science, technology, and societal needs. Relevant education should also prepare students to face global challenges such as climate change, globalization, and labor market dynamics. This requires a holistic and integrated approach that encompasses various cognitive, emotional, social, and physical aspects of individual development.

Amidst these developments, the role of teachers in the era of technology is crucial to ensure that technology is used effectively and beneficially in the learning process. Teachers must be able to utilize various technological tools to create engaging and interactive learning experiences. One platform that can be used by teachers is Canva. Canva is a graphic design platform that allows teachers to easily and attractively create various learning media such as presentations, infographics, posters, and other visual materials (Syahrir, Zahirah, & Salamah, 2023). According to Syahrir et al. (2023), with Canva,

teachers can create more visual and appealing learning materials, which can enhance student motivation and understanding. The use of technology such as Canva in education not only helps enrich the learning process but also prepares students for an increasingly digital world (Rustin Cuit, 2022). Therefore, researchers are interested in describing the use of Canva in elementary school education.

2. METHODOLOGY

The approach used in this study is a qualitative approach. This qualitative method was chosen because the researcher wanted to describe the data in depth through words and explore information that was relevant to the research topic (Nartin et al., 2024). The data collected consists of primary data and secondary data. Primary data comes from notes from interviews and observations of teachers and students regarding the use of Canva. Meanwhile, secondary data includes photos and documents that support information about using Canva. The data sources for this research are teachers and students who are involved in using Canva. To ensure the validity of the data, researchers applied the triangulation method, which involves various sources, methods and times to verify and compare the data obtained. In practice, researchers use triangulation of sources. The data collection techniques used in this research include observation, interviews and documentation, so that the resulting data is more comprehensive and valid.

3. RESULTS AND DISCUSSION

3.1. Utilization of Canva in Education

In interviews with teachers and field observations, it is evident that Canva has become a valuable platform in the learning process. Teachers use Canva for various purposes, from designing teaching materials to creating promotional media for school events. One of the primary ways Canva is utilized is in creating engaging presentations and slides. Teachers can choose from various professionally designed presentation templates and customize them to fit the lesson content. For instance, in math lessons, teachers can use Canva to create slides that explain mathematical concepts with easy-to-understand diagrams, charts, and illustrations. Observations show that teachers using Canva for presentations can explain difficult topics more clearly and visually, helping students understand the material better.

Additionally, Canva is used to design infographics that help simplify complex information into easily digestible visuals. In Pancasila education, for example, teachers can create infographics about significant events or historical figures with attractive visual elements like images, icons, and diagrams that clarify the chronology of events. Interviews with teachers reveal that infographics designed with Canva help students visualize data and information, contributing to improved comprehension and retention of lesson material.

Teachers also use Canva to create posters and banners that can be placed around the classroom. Motivational posters, class rules, or important information like exam schedules and school activities can be designed with Canva to create a more inspiring and organized learning environment. Observations show that these posters not only serve as information but also as tools to build a positive classroom atmosphere. For example, motivational quotes designed with Canva are often used to inspire and support students in achieving their academic goals.

In the context of creating digital learning materials, Canva allows teachers to create e-books, modules, and study guides that students can download and access outside of class

hours. Observations indicate that teachers use Canva to develop learning materials that support independent study at home. E-books and modules designed with Canva often include lesson content, practice questions, and additional explanations that help students learn independently.

Moreover, Canva is also used to create educational videos with various animation and transition features. These videos can be uploaded to online learning platforms or school social media, allowing students to access lesson materials anytime and anywhere. Interviews with teachers show that educational videos made with Canva help students who cannot attend lessons in person or those conducted in the classroom and provide additional material for students who want to explore topics further.

3.2. Advantages of Canva

Canva offers various advantages that make it a valuable tool in education. One of the main advantages of Canva is its user-friendly interface. The intuitive and easy-to-understand interface allows both teachers and students, even those without a background in graphic design, to create attractive and professional designs. With a variety of available templates and design elements, users can easily select and customize designs to meet their needs without starting from scratch.

Canva is also easily accessible online from various devices. This allows users to work on their projects anytime and anywhere as long as they have an internet connection. This accessibility supports flexibility in the learning process and allows users to continue their work outside of school hours or after working hours.

Additionally, Canva supports inclusive education by enabling the creation of learning materials that can be tailored to meet the needs of different students (Inayah, 2024). For instance, teachers can create materials with large text and high-contrast colors for visually impaired students or make more visual materials for students with a visual learning style.

According to research (Tri Wulandari & Adam Mudinillah, 2022), Canva is an application that can be used to develop educational media, such as science learning, which requires media to convey abstract learning material. Furthermore, according to research by (Idawati et al., 2022), the benefits of the Canva application include providing various templates and features to help teachers in technology-based learning, skills, and creativity. Other benefits include attracting students' attention and interest with the presentation of engaging teaching materials.

3.3. Disadvantages of Canva

Despite its many advantages, Canva has some drawbacks to consider. One of the main disadvantages is the limited features in the free version. While the free version of Canva provides various useful features, some advanced features, such as access to premium design elements and more in-depth customization options, are only available in the paid version. This can be a barrier for users who cannot or do not want to pay for the Pro version.

As an online platform, Canva requires a stable internet connection to access and use its services. This limitation can be problematic for users in locations with limited or unstable internet access, hindering their ability to access Canva's features or complete their work.

Additionally, according to research (Fatmah, 2018), a disadvantage of the Canva application is that it requires a strong and stable internet connection. Some templates, stickers, illustrations, fonts, and other elements in Canva are paid. Sometimes, users'

chosen designs can be similar to others in terms of templates, images, colors, etc. However, this depends on the user selecting unique designs.

4. CONCLUSION

Based on the results of interviews with teachers and observations in the field, it can be concluded that Canva is a platform that can help in the learning process. This platform offers various features that support the creation of teaching materials, such as attractive presentations, infographics that simplify complex information, motivational posters, e-books and learning videos. Canva's key advantages include a user-friendly interface, flexible online accessibility, and the ability to support inclusive education by adapting materials to different student needs. Teachers who use Canva can create more visual and engaging learning materials, helping students understand difficult topics in a more effective and fun way. On the other hand, although the free version of Canva is quite useful, the more in-depth advanced features are only available in the paid version, and dependence on a stable internet connection is a challenge in itself. Nonetheless, Canva overall offers an innovative and efficient solution for improving the quality of learning and student engagement, although some technical limitations need to be overcome to maximize its potential in an educational context.

REFERENCES

- Arikarani, Y., & Amirudin, M. F. (2021). Pemanfaatan Media dan Teknologi Digital Dalam Mengatasi Masalah Pembelajaran Dimasa Pandemi. *Ej*, 4(1), 93–116. <https://doi.org/10.37092/ej.v4i1.296>
- Dodi, I. (2019). Menggagas Pendidikan Nilai dalam Sistem Pendidikan Nasional. *Didaktika: Jurnal Kependidikan*, 8(3), 109–122. Retrieved from <https://jurnaldidaktika.org/contents/article/view/73>
- Fatmah, N. (2018). *Pembentukan Karakter Dalam Pendidikan*. 29, 369–387.
- Hakim, AR. (2023). Konsep Landasan Dasar Pendidikan Karakter di Indonesia. *Journal on Education*, 06(01), 2361–2373
- Idawati, Maisarah, Muhammad, Meliza, Arita, A., Amiruddin, & Salfiyadi, T. (2022). Pemanfaatan Canva Sebagai Media Pembelajaran Sains Jenjang SD. *Jurnal Pendidikan Dan Konseling*, 4(4), 745–751. Retrieved from <https://core.ac.uk/download/pdf/322599509.pdf>
- Inayah, S. (2024). *PENDIDIKAN ABAD 21*.
- Nartin, Faturrahman, Deni, A., Santoso, Y. H., Paharuddin, Suacana, I. W. G., ... Eliyah. (2024). *Metode Penelitian Kualitatif* (P. T. Cahyono, ed.). Batam: Yayasan Cendikia Mulia Mandiri.
- Rustin Cuit, G. (2022). Efektivitas Penggunaan Aplikasi Canva Sebagai Media Interaktif dalam Pembelajaran di Sekolah Dasar. *SHEs: Conference Series*, 5(5), 1488–1494. Retrieved from <https://jurnal.uns.ac.id/shes>
- Syahrir, A. P., Zahirah, S. P., & Salamah, U. (2023). Pemanfaatan Aplikasi Desain Grafis Canva dalam Pembelajaran Multimedia di SMA Negeri 1 Taman. *Prosiding Seminar Nasional*, (1), 732–742.
- Tri Wulandari, & Adam Mudinillah. (2022). Efektivitas Penggunaan Aplikasi CANVA sebagai Media Pembelajaran IPA MI/SD. *Jurnal Riset Madrasah Ibtidaiyah (JURMIA)*, 2(1), 102–118. <https://doi.org/10.32665/jurmia.v2i1.245>