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## The Training of Canva-Based Interesting Learning Content Creation for Students at SMK Putra Anda Binjai

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### Abstract

Technology is the main need in today's world of education because it is able to produce many applications that can be used as digital learning media. One of them is the Canva application which can be used to design learning displays or teaching materials as visual media in the teaching and learning process. This Community Service (PkM) aims to describe the training activities for creating interesting learning content with the Canva application for students at SMK Putra Anda Binjai which was held on March 15, 2024. The material of the training activities was delivered through presentations and questions and answers located in the Hall of SMK Putra Anda Binjai. This activity was carried out on the basis that most students still do not have insight and knowledge in developing and using applications that can be used in learning, lack of student creativity in designing innovative learning media in designing learning to be more interesting and fun, and students have difficulties in utilizing learning media applications, such as the Canva application, due to lack of information and training on the use of IT-based learning media. The methods used in this service are lectures, discussions, questions and answers, and finally evaluating activities using google forms. The result of this activity is that students have a broader knowledge of learning media, especially on the Canva application so that they are able to create learning content that is interesting, easy to understand, and fun.

**Keywords:** Training, Canva Application, Students.

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## INTRODUCTION

The learning process in schools cannot be separated from the approach, methods, and media used in the learning process. The accuracy of the method or media used will greatly affect the effectiveness and success of learning ptoses. The benchmark of the success of the learning process is from the learning outcomes. According to Sinsuw and Sambul (2017), the development of the curriculum needs to be supported by students' ability to develop effective learning media to achieve learning goals and improve the quality of expected learning outcomes. Learning media by utilizing information technology will bring the learning situation that was originally *learning with effort* to *learning with fun*.

The community has taken advantage of technology in the transfer of knowledge virtually because it has facilities and features with various advantages (Yani et al., 2021). With various advances that have existed, various platforms that can be useful during the online learning process have been present in the world of Education. One form of application that can be used for learning purposes is Canva. Canva is an application to design learning content in various graphic forms such as posters, banners, and presentations that are useful to support the learning process. Canva is one of the most popular graphic processing and visual content creation applications and is most widely used for producing graphic design or editing visual content

(Lianovanda, 2013). The popularity and ease of creating graphic design and visual content with the Canva application makes Canva one of the applications that are widely used as learning media. Canva is a graphic design application that helps users to create various types of creative materials online. Canva's design menu includes creating online books or e-modules, presentations, presentation videos, posters, and more. Canva can be used on laptops via web browsers and mobile phones (iOS and Android) through the Canva app. The availability of *templates* with a variety of very attractive themes makes Canva popular and makes it easy for beginner users.

The advantages of this Canva app are (1) it has a variety of attractive designs; (2) able to increase students' creativity in thinking; (3) saving time and practicality in its use; (4) In designing, you don't have to use a laptop but can also use a *mobile phone*. In addition, the advantage for students is that it makes it easier for students to design content videos, so that the ideas presented by students are more interesting and easy to understand. Designing does not have to use a laptop but can use an android which will make it easier for students to design in any situation. Creating Canva-based learning content is an activity that provides training to students in order to increase students' creativity in designing interesting learning ideas that will have an impact on increasing students' interest and learning outcomes. The Canva application can be one of the creative and innovative efforts of students in designing learning so that the learning process becomes more interesting and easy to understand because there are interesting *features* in the application.

Based on the opinion above, it can be understood that the Canva application has many features that can be developed according to the user's wishes so that it can be used or used as a tool for students. In this case, students must be able to use canva-based learning media in creating materials and school assignments given by teachers. Of course, it is very helpful for students to complete tasks in the learning process so that it is no longer difficult to simplify the delivery of material but has been made simpler and more creative so that the learning goals are well realized. However, in reality in the field there are still many students who are still unfamiliar with the Canva application which is often used for learning media, design and so on, such as the observation results of the Community Service team at SMK Putra Anda Binjai, where the information obtained said that the students really need training on how to utilize technology through applications that can be used for learning media, as well as providing understanding, enlightenment, and practice directly on the use of certain applications such as Canva so that it makes it easier for them to learn and do assignments. This is related to students who still do not understand the use of Canva-based learning media in redeveloping the learning materials that have been delivered by the teacher so that students understand better. Then the school hopes that there will be a team that can educate in the form of training on Canva-based learning media so that students are able to do their schoolwork creatively and interestingly.

Based on this information, the Community Service team immediately determined the theme of training for students at SMK Putra Anda Binjai as an effort to increase students' creativity and knowledge about Canva-based learning media. Thus, one of the efforts to achieve the maximum in the teaching and learning process is to understand and utilize learning media well because students are one of the important components in realizing the goals of the teaching and learning process. Based on the journal "Child-Friendly Learning Based on Multiple

Intelligence" that education is important for children to help develop themselves. Education is a capital for children to be able to succeed and achieve success in their lives (Mukti, Sujoko, Shanty, & Yuniati, 2020). Therefore, in order to increase knowledge and develop students' learning creativity in the use of the Canva application, relevant training is needed. The purpose of this activity is to increase knowledge by training and accompanying students at SMK Putra Anda Binjai about the Canva application, so that students are able to understand and utilize the Canva application in doing schoolwork. Through this training, students are expected to be more intensive and creative in developing their ideas so that students' interest and motivation to learn increase

## RESEARCH METHODS

This Community Service (PkM) activity was carried out at SMK Putra Anda Binjai SD with 27 students. This activity provides training on the use of the Canva application as a learning medium for students to direct the creation of learning content that is easier, more interesting, and easy to understand. In the implementation of this PkM activity, it is carried out using the method of lectures, discussions, questions and answers, and finally evaluating the activity using a *google form*. All methods used aim to achieve maximum activity. Both in the achievement of material, training and the ability of all teachers to understand and practice directly the knowledge that has been obtained.

The implementation process in training and mentoring activities can be seen in the following figure:

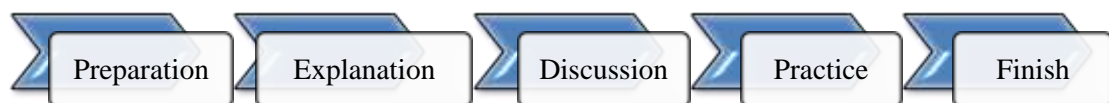


Figure 1. The process of Implementation

1. Preparation. At this stage, the proposer delivered a speech while introducing himself and explaining the purpose and purpose of the implementation of the training activities.
2. Explanation. At this stage, the proposer explained the training material, namely the creation of video marketing content with the Canva application.
3. Discussion. This stage is an activity that is carried out after the lecture stage. Participants who want to ask questions before practice will be given the opportunity to ask questions as a form of discussion so that later the theoretical understanding of the use of the application can be proven during practice.
4. Practice. This stage is the core and main activity in the implementation of training activities. The service team and the participants directly shared knowledge about the use of the application.
5. Finish. At this final stage, the proposer thanked partners and participants for their cooperation in implementing this service program.



Figure 2. The team PkM and some participants

## RESULTS AND DISCUSSION

Based on the data obtained in this activity, it shows that it runs optimally as seen from the presence of 27 students, activeness in discussion, proficiency in asking questions and students' skills in experimenting with creating learning content. The students were very enthusiastic about participating in the canva-based learning media training as an effort to design learning materials that are more interesting and easy to understand. Thus, it can be concluded that the purpose of this PkM activity has been achieved to the maximum. The achievement of the material target in this PkM activity is very good, because the material presented is not only understood but can be practiced directly by the students. In addition, the PkM Team conducted an evaluation to see the extent of the success of the activities that had been held. The evaluation was carried out by a test given to students through a questionnaire in the form of *a google form*. Based on the results of the test regarding satisfaction and understanding given to students, there were as many as 67% of participants who answered very understanding, 95% added knowledge and insight, 68% of questions had been answered in the discussion process and 80% of participants strongly agreed that service activities were carried out again with the next stage. From the results of the evaluation that has been obtained, it can be concluded that this service activity has run well and successfully in accordance with the target goals.

### **Presentation of Materials About Canva-Based Learning Media**

Learning media is important and must be understood well, as said by Syahputri that learning media is highly recommended for students to make learning activities interesting and easy to understand (Sari et al., 2023). One of the learning media that can be used is canva. Thus, the PkM Team explains or explains in detail to students about canva-based learning media. So that through the points presented, the students are able to know well the use of Canva-based learning media in designing materials or learning materials. The important points conveyed to students are: First, technology in learning is very important to be implemented for students because it is in line with the current times and can make it easier for students to understand the material. As Simanjuntak et al. said, technology can be used to transfer information used to convey information with interesting innovations between media, one of which is Canva (Elisa & Simanjuntak, 2021). Thus, the Canva application as a learning medium will make the teaching and learning process effective and efficient because it can make it easier

for teachers and students to get or convey information containing messages or content and materials. Learning using technology serves to provide convenience for students in understanding and exploring learning concepts and can increase the enthusiasm for learning, because the material presented attracts the attention of students.

The PkM team then explained to the participants that the canva application is a platform in the form of an application and web to create designs. The designs that can be made are numerous and varied. In the Canva application, you can create presentation materials that are more interesting and visually visible. Media is a tool used by teachers and students to design materials and improve the quality of learning, one of which is design through PPT in the canva application (Irsan et al., 2021). This means that the use and use of Canva as a learning medium can help and make it easier for learners to design learning materials with individual creativity. In the Canva application, there are many free templates that can be created into easy and interesting teaching materials for students (Wijaya et al., 2022). The use of canva in the teaching and learning process can attract students in the teaching and learning process (Rusdiana et al., 2021). The purpose of the discussion above is to increase the knowledge and understanding of students about the advantages of the Canva application as a tool in designing learning materials and making learning content interesting, creative and easy for students to understand.



Figure 4. The Tutor explained about Canva Application

#### **Training on how to operate the Canva application for participants**

In this part, the PkM Team provides training directly to students on the basic steps to be able to manage the Canva application. The first thing is to direct students to open the website and search for canva then register on the website to create a personal account. Once this is done, all participants arrive at the Canva dashboard. The service team explains in detail about the available options or features that can be used for free. In the process of this activity, the students are diverse in choosing templates. There are those who collect learning content first to design learning video content to make it more creative and interesting. Furthermore, the PkM team showed the students that in Canva there are many elements, icons and even random images that can be used according to the needs of making learning media or other designs. In this section, the community service team educates students in practice, how to design teaching materials with the Canva application, choose templates, icon functions or existing elements and how to export the worksheets that have been created.



Figure 5. The Practicing Canva Application

## CONCLUSION

The Canva application learning media is a practical and easy-to-use learning media because it can be accessed using a smartphone anytime and anywhere. The Canva application can be used to create learning content videos that have various animations and other menus so that diverse and interesting learning content creations can be created. With this training in creating learning content, it is hoped that it can be useful for students of SMK Putra Anda Binjai in designing interesting and creative learning materials and assignments to overcome potential problems that occur in facing the independent learning curriculum and improve students' skills and skills to be more creative in learning. By using Canva, your boys' vocational school students can produce more dynamic learning materials, such as infographics, posters, presentations, and more, which can help improve students' understanding and maintain their interest in learning. Additionally, easy integration with social media and online platforms allows teachers to efficiently share content with students. Thus, Canva is not just an ordinary design tool, but also an effective solution for creating interactive and inspiring learning content for students in vocational schools, facilitating more effective and engaging teaching.

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