



Effectiveness of the application of instructional media using the Canva application in marketing subjects at SMK 45 Lembang

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ABSTRACT

Applying learning media in vocational schools certainly requires creativity and mastery of technology which must be possessed by every educator. Media in the learning system has an important role that should not be ignored. Descriptive quantitative research conducted at SMK 45 Lembang aims to measure the effectiveness of using the Canva application in learning to improve student learning outcomes because students are more motivated to participate in learning related to technology they are already familiar with, such as Android, WhatsApp, and Instagram. 1) In the context of using Canva as a learning medium in Marketing subjects at vocational high schools (SMK), its implementation is not optimal because most educators are not yet proficient in this technology. The use of learning media through Canva has not gone well, with most educators still relying on books as teaching materials, applying the lecture method, and only presenting material in written form, which makes students feel bored. 2) Obstacles faced by educators include lack of mastery of technology, limited facilities and media, and lack of creativity in creating teaching materials. 3) The application of Canva as a learning medium was successful in helping students understand marketing subjects.

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ABSTRAK

Penerapan media pembelajaran di SMK tentunya memerlukan kreativitas dan penguasaan teknologi yang harus dimiliki oleh setiap pendidik. Media dalam sistem pembelajaran mempunyai peranan penting yang tidak boleh diabaikan. Penelitian kuantitatif deskriptif yang dilakukan di SMK 45 Lembang bertujuan untuk mengukur efektivitas penggunaan aplikasi Canva dalam pembelajaran untuk meningkatkan hasil belajar peserta didik, karena peserta didik lebih termotivasi dalam mengikuti pembelajaran terkait dengan teknologi yang sudah mereka kenal, seperti Android, WhatsApp, dan Instagram. 1) Dalam konteks penggunaan Canva sebagai media pembelajaran pada mata pelajaran Pemasaran di sekolah menengah kejuruan (SMK), penerapannya belum maksimal karena sebagian besar pendidik belum menguasai teknologi tersebut. Pemanfaatan media pembelajaran melalui Canva belum berjalan dengan baik, sebagian besar pendidik masih mengandalkan buku sebagai bahan ajar, menerapkan metode ceramah, dan hanya menyajikan materi dalam bentuk tertulis sehingga membuat peserta didik merasa bosan. 2) Kendala yang dihadapi pendidik antara lain kurangnya penguasaan teknologi, keterbatasan fasilitas dan media, serta kurangnya kreativitas dalam menciptakan bahan ajar. 3) Penerapan Canva sebagai media pembelajaran berhasil membantu peserta didik dalam memahami mata pelajaran pemasaran.

Kata Kunci: Canva; media pembelajaran; materi pemasaran

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INTRODUCTION

The accessibility of learning resources has been demonstrated to promote students' use of concrete thinking and to curtail the employment of superfluous language. Consequently, students and teachers are empowered to select and utilize a range of learning resources in the classroom. The role of media in the learning process is significant, as it functions as an intermediary that assists in resolving ambiguities regarding the learning material presented during teaching and learning activities. According to Supriyanto, as cited in [Daniyati et al. \(2023\)](#), the utilization of learning media, including teaching aids, has been shown to play a pivotal role in the facilitation of students' learning processes by effectively transforming abstract concepts into more concrete ones.

The media can distill intricate educational content into more manageable forms, facilitate more transparent communication by educators through the use of visual aids, and surmount challenges associated with the verbal or textual expression of ideas. The integration of educational media has been demonstrated to facilitate the transformation of abstract concepts in teaching materials into more concrete ones, thereby enhancing the comprehensibility of learning materials for students. According to [Miftah dan Rokhman \(2022\)](#), the selection of media that aligns with learning objectives by educators is a pivotal component in the educational process. As stated by [Indriyani \(2019\)](#), educators must demonstrate creativity in the selection and management of learning media, as media and learning methods exert a substantial influence on students' cognitive thinking abilities and the attainment of educational objectives. However, there is a possibility that some teachers may not always exercise sufficient caution when selecting media that is congruent with the learning material during the teaching process. In certain instances, educators may opt for learning media that are not aligned with the curriculum, or they may select media without giving it the requisite careful consideration. The selection of inappropriate media has the potential to impede students' comprehension of the subject matter being taught.

In the context of education, the objectives have been outlined in Undang-Undang No. 20 Tahun 2003 concerning the National Education System. The regulatory framework delineates that the overarching goals of national education are to foster the development of students' potential, thereby ensuring their transformation into knowledgeable, competent, creative, independent individuals, as well as democratic and responsible citizens. According to [Romadhona dan Yundra \(2018\)](#), the primary purpose of educational media is as a teaching tool that also significantly influences the learning environment, conditions, and atmosphere created by instructors. The utilization of learning media in the initial stages of education has been demonstrated to enhance communication efficiency and the delivery of instructional materials. The integration of learning media has been shown to facilitate students' improvement in understanding, the presentation of information in an engaging manner, and the cultivation of confidence. Furthermore, it has been observed to enable data interpretation and the condensation of information. Moreover, the integration of learning media has been demonstrated to enhance student motivation and engagement. In the contemporary epoch of technological advancement, there exists a plethora of technologies that can be utilized as learning media to render learning more engaging, interactive, and easier for students to comprehend complex concepts ([Asmaningrum, 2018](#)). The judicious selection of media is

paramount to ensure the facilitation of learning objectives and the enhancement of learning effectiveness, efficiency, and appeal (Wulandari *et al.*, 2023). The judicious selection of educational media can serve as a solution to address challenges. Educational media has evolved into a tool for digital marketing and sales. The utilization of social media platforms as a marketing instrument has been demonstrated to result in increased sales. This objective can be accomplished by creating content that is both engaging and informative, while leveraging the features available on social media platforms to reach a more extensive target audience (Fajariana 2023).

Canva is a free online application. In addition to its accessibility via computer, Canva is also compatible with a variety of other devices. The Canva application offers a suite of advanced features and a selection of complimentary templates that can be utilized without incurring additional expenses. Consequently, Canva has been identified as an optimal tool for educators to create visually appealing educational materials, as asserted by Rahmatullah and Ampa (2020). In this context, the Canva graphic design platform, which is characterized by its user-friendliness, possesses considerable potential to transform the manner in which marketing is taught. The integration of Canva into pedagogical practices has been demonstrated to enhance the visual appeal of educational materials, thereby facilitating student comprehension. Fahminnansih *et al.* (2021) explained that Canva provides support to schools, especially teachers at Roudlotul Banat School, in utilizing online design media to create various materials such as posters, flyers, logos, and the like. This objective is twofold: firstly, to provide support for the teaching of marketing, a field that is undergoing rapid evolution in response to changing social and technological demands (Melović *et al.*, 2020) and also to foster learning motivation (Yulianti, 2023). However, the integration of Canva into marketing education at SMK has encountered challenges due to the limited technological proficiency of educators, resulting in suboptimal utilization of the platform. Notwithstanding, the program has effectively facilitated the comprehension of marketing materials among students.

Marketing education is a notable attraction at SMK, particularly for those with a business focus. One such school is SMK 45 Lembang. Marketing education at SMK 45 Lembang utilizes the Canva application to deliver marketing material. The subject teacher initiated the utilization of the Canva application in the educational process to enhance student motivation in their learning. Despite the challenges encountered during its implementation, particularly those arising from its direct involvement with technology, the efforts demonstrated a notable increase in student participation in the learning process. The present study aims to examine the effectiveness of the Canva application in learning, particularly in the context of marketing-related material. The results of this study are expected to serve as a basis for the development of learning media using the Canva application in the future. Furthermore, they are anticipated to serve as a foundation for teachers and students to continue improving their technology skills, particularly in the learning process.

LITERATURE REVIEW

Learning Media

Learning media are instruments employed in the learning process to facilitate the delivery of information and assist students in comprehending the material being presented. According to [Mudlofir dan Rusydiyah \(2019\)](#), the function of learning media is to serve as intermediaries, facilitating the transmission of messages from senders to receivers. These messages, whether in print or non-print form, are designed to motivate receivers to engage in the act of learning, thereby facilitating the achievement of desired learning outcomes. Research conducted by [Ramli et al. \(2018\)](#) demonstrates a substantial impact on student learning outcomes when learning media is incorporated into the teaching and learning process. The efficacy of pedagogical models is contingent upon the expertise of the instructor in their design and implementation. The efficacy and appeal of learning are often contingent upon the collaborative engagement of students. In such cases, the effective use of illustrations in conveying messages to students must be considered by learning media specialists. According to [Wangge \(2020\)](#), the utilization of learning media has been demonstrated to facilitate comprehension of lesson material, thereby offering benefits to the learner. This phenomenon can be attributed to the capacity of media to design more engaging learning experiences, avoid inducing boredom, and appeal to students. This pedagogical approach can inspire and motivate learners, thereby facilitating the effective and efficient attainment of learning objectives. The integration of educational and entertainment elements, particularly computer-based technology, has led to significant advancements in innovative learning models. Advancements in science and technology have also had a profound impact on various aspects of human life, including the economy, social and cultural domains, and the field of education. In the realm of education, globalization has precipitated substantial transformations, including initiatives to streamline curriculum content. Materials that have been deemed irrelevant to global demands have been removed from the curriculum. Conversely, subjects deemed crucial and indispensable for students in addressing global challenges are being placed under heightened emphasis, and in some cases, prioritized. [Perdana dan Adha \(2020\)](#) posits that education plays a vital role for humans. The learning process has been shown to facilitate development, intellectual growth, and character formation. Learning is defined as a reciprocal interaction between educators and learners.

One of the primary impediments to effective learning processes in education is the presence of ineffective learning processes. In the context of the teaching and learning process, students frequently prioritize the theoretical components of the lesson. Conventionally, classroom learning has been shown to prioritize the comprehension of material over the practical application of theoretical concepts in everyday life. The consequence of this phenomenon is that students' comprehension of the material becomes less profound. Consequently, within the context of the teaching and learning process, it is anticipated that educators will play a pivotal role in fostering students' creative potential. This endeavor aims not only to cultivate theoretical understanding but also to empower students to apply their knowledge in practical settings, thereby ensuring a foundation for a more promising future. Learning media has been identified as a critical component of the learning process. Learning media constitutes a valuable source of information, thereby assisting educators in enriching students' comprehension. Given the vast array of learning media at their disposal, educators can utilize these tools to convey knowledge to students effectively. According to [Sulasmi](#)

(2022), the efficacy of pedagogical outcomes is contingent upon the integration of diverse media elements, including text, images, and animations. Multimedia presentations are regarded as having the capacity to encompass all these elements. The utilization of learning media has been demonstrated to elicit a heightened level of interest among students, thereby facilitating a more profound exploration of the subject matter. The selection of learning media that is appealing to students has been demonstrated to catalyze their engagement in the learning process. According to [Efendi et al. \(2023\)](#), the utilization of the Canva application, an online program that functions as a video creation tool for presentations and learning media, has been demonstrated to enhance learning motivation through the incorporation of learning videos. This approach aims to contribute to an enhancement in the enjoyment of classroom learning. Within the framework of formal educational institutions, the management of educational equipment and facilities assumes significant importance. Learning media can function as an ancillary instrument in the context of teaching and learning activities. For educators, the ability to select appropriate and relevant learning materials to achieve the educational goals set by the school is a crucial aspect.

The methods and media employed by educators have been shown to exert a substantial influence on the efficacy and success of the educational process. Teachers play a pivotal role in the design of learning systems that are both informative and engaging for students. This is particularly salient in the context of contemporary technological advancements, which necessitate learning media that is both responsive and tailored to students' distinct learning requirements. [Suwidagdho et al. \(2021\)](#) posit that the limited appeal of learning for students is frequently attributable to the utilization of monotonous learning media that place exclusive emphasis on textual content. Consequently, there is an imperative for an adjustment in the utilization of learning media in the era of the education revolution from 4.0 to 5.0. Learning media constitutes a pivotal element within the domain of educational innovation to enhance students' competencies, as asserted by [Wiyannah et al. \(2022\)](#). Professional teachers who meet the requirements of Peraturan Pemerintah Republik Indonesia Nomor 19 Tahun 2005 Concerning National Education Standards are expected to have four types of skills: pedagogical skills, vocational career skills, social skills, and personal skills. The core competencies required of teachers include a set of knowledge, skills, and behaviors that they must master in order to fulfill their professional obligations. The overarching objective of these competencies is to facilitate effective and efficient student learning, thereby enabling them to achieve their stipulated learning objectives ([Ramadhan et al., 2022](#)). To achieve this objective, educators must employ suitable learning strategies. In this regard, the utilization of learning materials that are characterized by creativity, interest, accessibility, and engagement is of paramount importance. Learning media are defined as physical and digital tools that function as intermediaries between educators and students, thereby facilitating adequate learning comprehension and generating active interaction in learning activities

Canva Application

According to [Ramadhan et al. \(2023\)](#), Canva is a graphic design tool that facilitates the creation of graphic elements. The features offered by Canva have various benefits, including the use of learning materials. Teachers can use the Canva application to design appropriate and high-quality learning materials. In this context, [Bakri et al. \(2021\)](#) also posit that the

utilization of suitable educational materials can facilitate the presentation of material that was previously ambiguous in a more concrete and easily comprehensible manner for students. Canva has developed a specialized platform, designated as "Canva for Education," which is designed for education providers. However, access to the Canva for Education site is contingent upon possession of a learner—ID account, which educators can obtain. A Belajar.id account facilitates access to a range of features that enable educators to develop diverse, complementary, and engaging learning materials. The utilization of Canva typically encompasses the following sequence of steps: initialization of an account, formulation of a design, selection of a background, modification of the background, incorporation of text, and culmination in the download or dissemination of the design (Rahmatullah & Ampa, 2020).

In order to enhance students' understanding and skills in utilizing commonly used, practical, and efficient learning media, one step that can be taken is to adopt the Canva platform as a technology-based learning tool. Canva is a user-friendly platform that is accessible to individuals with or without prior experience in using design tools. In light of the numerous advantages that Canva offers in an educational context, it is imperative to provide training and promote the utilization of the Canva application to enhance students' learning abilities. According to Yulianti (2023), the utilization of Canva in educational settings has been shown to enhance students' motivation and interest in their learning. Canva has been demonstrated to produce designs that are both attractive and interactive, thereby enhancing students' motivation and interest in their learning. The underlying reason for this phenomenon is that Canva offers a more enjoyable and meaningful learning experience for students.

The use of the Canva application in marketing education

The advent of the internet has facilitated seamless and boundless communication. Geographically, communication is possible from distant locations. The internet offers a multitude of benefits to its users, facilitating daily activities. The benefits of this convenience can be utilized to develop competitive strategies in the digital era. This assertion is equally applicable to business professionals who possess the capacity to generate novel marketing initiatives that leverage the internet to access target demographics. In the domain of marketing, the internet has been instrumental in facilitating numerous innovations, particularly in the realm of service marketing and entrepreneurship. This includes the development of content marketing strategies that are designed to capture consumer attention (Furrer *et al.*, 2020). Content marketing is a marketing strategy that involves the process of creating, managing, distributing, and improving content that provides information, relevance, and value to a specific target group to spark conversation about the content. This content marketing strategy aims to consistently create and distribute content that has value and relevance to attract and retain the target audience, with the hope of encouraging them to take beneficial actions. The practice of content marketing has been demonstrated to be a valuable instrument for the promotion of products or services to both existing and prospective customers. Research conducted on the use of the Canva application in the context of learning indicates that it is one of the efforts to inspire students, boost their motivation, and stimulate their creativity when they are learning. This objective is aimed at preventing students from developing a sense of boredom with the learning materials they encounter.

The integration of technology is becoming more prevalent, particularly in the realm of online marketing and sales. In the context of digital marketing, it is imperative to examine meticulous strategies for leveraging digital technology. This enables companies to circumvent financial setbacks and ensure the efficacy and efficiency of their marketing endeavors. Digital marketing is a marketing strategy that businesses implement via the internet to create demand and meet that demand in innovative, more practical ways that are in line with modern technological developments (Febriana *et al.*, 2023; Fransisca & Amrustian, 2023). The acquisition of knowledge in the domain of marketing necessitates an understanding of a multitude of concepts and strategies. Students frequently encounter substantial difficulties in comprehending and retaining the vast amount of information pertinent to marketing. This phenomenon can be attributed to the inherent complexity of marketing education, which demands a multifaceted comprehension of concepts, theories, and practices.

This phenomenon also impacts students' knowledge and skills related to the subject matter, resulting in many tasks that students cannot complete effectively (Habibah, 2019). The role of creative applications such as Canva in marketing education is of significant importance. This application assists students in refining their creative abilities, empowering them to craft visually appealing and efficacious promotional materials. Additionally, it offers insights into the application of diverse digital media platforms for effective market reach. The integration of Canva within the educational framework has been demonstrated to foster the development of students' writing aptitudes by leveraging visual components, thereby stimulating their creativity within the context of the prevailing digital era (Rizanta & Arsanti, 2022). Furthermore, creative applications have been shown to stimulate learning interest, spark imagination, and provide hands-on experiences that allow students to apply marketing concepts in real-world situations

METHODS

This study uses a quantitative approach. Purwanto, in his book "Konsep Dasar Penelitian Kualitatif: Teori Dan Contoh Praktis," explains that a quantitative approach is a research method that collects data in various forms, including text, images, and numbers. Data sources are defined as the repositories from which data can be obtained. In this study, the researcher employed primary data sources. Primary data is defined as information that is obtained directly from the source or research object. In this study, the researcher obtained primary data from questionnaires completed by students in class X BDP at SMK 45 Lembang. In this study, a variety of data collection methods were employed, including the questionnaire technique. Questionnaires were utilized to collect data. The administration of these questionnaires occurred online via Google Forms. The questionnaire was developed to assess the efficacy of the implementation of learning media using the Canva application in marketing lessons at SMK 45 Lembang. With regard to the findings from the questionnaires completed by the research subjects, the data analysis approach used was descriptive statistics with computerization. The researchers evaluated the learning outcomes of the marketing test instruments used to measure the students' learning outcomes prior to conducting the research. The research was conducted in SMK 45 Lembang, which is located at Jl. Barul Anggih No. 186, Jayagiri, Kec. Lembang, Kab. Bandung Barat, Jawa Barat 40391. The respondents of this study included classroom teachers and 10th-grade students. The

research was conducted in October 2023. By the findings of this study, the researchers participated in the observation and interview process that took place at SMK 45 Lembang.

RESULTS AND DISCUSSION

Based on the results of a survey conducted via Google Forms and completed by 27 students at SMK 45 Lembang, the questionnaire referred to five response criteria, namely "strongly agree," "agree," "neutral," "disagree," and "strongly disagree." The data collection process involved a number of highly relevant questions, which were expected to be answered honestly by the respondents voluntarily. The results of this study can be classified and presented in the form of points, which will be explained in **Table 1**.

Table 1. Results of the Questionnaire on the Use of the Canva Application as a Learning Media

No	Question Criteria	SS	S	N	TS	STS
1	I am well-versed in the realm of Canva learning media	37,5%	44%	18,5%	0%	0%
2	I have previously engaged with Canva as a tool for learning purposes	37%	63%	0%	0%	0%
3	Canva Learning Media is Very Interesting	33%	55,6%	11,1%	0%	0%
4	I Enjoy Learning Marketing Using Canva Learning Media	26%	55,6%	18,5%	0%	0%
5	I Can Understand Marketing Learning Materials More Easily Using Canva Learning Media	11%	52%	37%	0%	0%
6	I Can Understand the Use and Benefits of Canva Learning Media	26%	55,6%	18,5%	0%	0%
7	I Enjoy Canva Learning Media Because It is More Interactive	22,2%	55,6%	22,2%	0%	0%
8	I am happy with Canva learning media because it motivates me to learn more	26%	37%	33,3%	1%	0%
9	I enjoy doing marketing assignments through Canva learning media	40,7%	40,7%	18,5%	0%	0%
10	I want to learn more deeply using Canva learning media	18,5%	37%	44,4%	0%	0%
11	Canva learning media greatly facilitates the marketing learning process in creating product promotions	44,4%	44,4%	11,1%	0%	0%

Source: compiled by the author, 2023

Knowledge and interest in Canva

A survey of 27 students revealed that 10 students expressed a strong agreement with the statement, indicating a comprehension of the Canva learning media at a rate of 37.5%. Conversely, 12 students agreed at a level of 44%, evaluating Canva as a tool that facilitates comprehension of marketing subjects, particularly in the domains of product planning and promotion. The utilization of Canva furnishes them with practical experience in learning, fostering a sense of familiarity with the application. Conversely, 5 students expressed a neutral attitude, constituting 18.5% of the sample. This demographic exhibited familiarity with Canva but indicated a lack of interest or a need for further familiarization with the technology. The dearth of interest in technology in learning has also been identified as a

contributing factor, particularly when educators cannot incorporate technology into their pedagogical practices.

With respect to the question of previous use, 10 students indicated a strong agreement with a percentage of 37%, while the remaining 17 students agreed with 63%. The findings suggest that the utilization of Canva is predominantly observed among novice educators or those of a productive age. With respect to the efficacy of Canva as an educational tool, 9 students expressed a strong agreement (33%), 15 students indicated agreement (55.6%), and 2 students remained neutral (11.1%). The positive reasons provided by students who strongly agreed involved the joy of learning and the opportunity to express creativity. They believed that Canva helped explain learning topics visually and engage in hands-on practice, particularly in marketing subjects. The following section will address the role of media in this context.

The Success of Using Canva Learning Media in Marketing Education

A review of the data presented in the above table indicates that 7 out of a total of 27 students expressed a high degree of satisfaction with online learning facilitated by the Canva application, representing a percentage of 26%. Furthermore, 15 students agreed, reaching a percentage of 55.6%, while 5 students adopted a neutral stance, accounting for 18.5%. The results of the survey indicated that no students expressed disagreement, either in a strong or a weak manner. This finding resulted in a 0% response rate for both categories.

Ease of Understanding Marketing Materials through Canva Out of 27 respondents, around 11% or 3 students stated that they "strongly agree" that they can easily understand marketing learning materials using Canva. Conversely, 14 students or approximately 52% expressed agreement, while 10 students or around 37% adopted a neutral stance. The students' responses indicated a unanimous consensus, with no expressed disagreement, agreement, or strong agreement, resulting in a disagreement percentage of 0%. Students who strongly agreed with this statement noted that Canva offers substantial benefits for understanding the material, and its distinctive nature makes learning engaging without causing boredom. An investigation into the comprehension and advantages of Canva in educational settings revealed that 7 of the 27 students surveyed (approximately 22%) expressed strong agreement with their comprehension of the utilization and benefits of Canva as a pedagogical tool. Conversely, 15 students or approximately 55.6% of the sample expressed agreement, while 5 students or approximately 18.5% adopted a neutral stance. No students expressed disagreement, either agreeing or strongly agreeing, resulting in a disagreement percentage of 0%. Students who strongly agreed with this statement highlighted the significant benefits offered by Canva, citing its user-friendly interface as a key advantage. They noted that this interface facilitates the comprehension of its functionality, thereby enhancing creativity and the development of appealing designs.

Positive Perceptions of Canva's Interactivity in Marketing Education

Canva has emerged as the predominant platform in marketing education, with 21 out of 27 students (77.8%) concurring or strongly concurring that the platform offers an interactive learning experience. Canva is regarded as a tool that facilitates the articulation of ideas

through the design of objects with visually appealing visualizations. At SMK 45 Lembang, for instance, approximately 63% of students reported an increase in learning motivation thanks to Canva. Of the participants in this group, 26% expressed a strong agreement with the statement, while 33.3% adopted a neutral stance. Only 1% of the participants expressed disagreement with the statement. Furthermore, an overwhelming majority of 81.4% of students in class X BDP at SMK 45 Lembang have expressed a clear preference for utilizing Canva to complete their marketing assignments. Of the participants in this group, 40.7% expressed a strong agreement with the statement, while 40.7% indicated a moderate agreement. Additionally, 18.5% adopted a neutral stance, and no students expressed disagreement.

The Effectiveness of Implementing Canva Digital Learning Media in the Marketing Learning Process at SMK 45 Lembang

A significant proportion of students in class X BDP at SMK 45 Lembang have expressed considerable interest in exploring the potential of Canva as an educational tool. Specifically, 18.5% of the students have indicated a strong agreement with this sentiment, while an additional 37% have expressed a level of agreement regarding the desire to learn more deeply. Furthermore, 44.4% of students adopted a neutral stance toward this interest, with no students expressing disagreement. Furthermore, the positive perceptions of Canva's ease of use in the marketing learning process are also evident, with 44.4% of students stating "strongly agree" that Canva greatly facilitates the creation of product promotions. A similar proportion, amounting to 44.4%, concurred with the notion of ease of use. Concurrently, 11.1% of students adopted a neutral stance on the matter, with no students expressing disagreement. The utilization of Canva Digital Learning Media at SMK 45 Lembang has been deemed adequate, garnering favorable responses from the majority of students. The efficacy of Canva Digital Learning Media in the context of marketing education at SMK 45 Lembang has been substantiated, with 44.4% of the 27 students in class X BDP expressing strong concurrence that the Canva application facilitates the creation of product promotion designs. Furthermore, 44.4% of respondents agreed that the implementation of Canva had a positive impact on the marketing learning process. While 18.5% of respondents indicated a neutral stance, none expressed disagreement with the assertion that Canva facilitates learning.

Discussion

A critical factor in the efficacy of the learning process is the extent to which learning media are designed to capture students' attention and engage them with the subject matter. The utilization of the Canva application in the design of learning materials is a suitable decision due to its provision of a range of templates that facilitate the creation of engaging content, as evidenced in this study. It has been demonstrated that learners tend to demonstrate a stronger comprehension of the material when the media used to facilitate their learning is engaging and relevant (Sutarno & Mukhidin, 2013; Dewanty & Farisya, 2023; Zafar *et al.*, 2021). In the context of the cone of experience theory, approximately 50% of knowledge or learning experiences can be obtained through the use of the senses of sight and hearing.

The integration of multimedia that engages multiple human senses holds considerable potential in facilitating the acquisition of skills and understanding among students.

A review of the extant research reveals that the implementation of Canva as a pedagogical tool in marketing courses is conducive to the facilitation of learning in both traditional classroom settings and online learning environments. The evaluation results further indicate that the developed medium is suitable for use in educational contexts, as Canva assists learners in understanding marketing material, particularly in designing product marketing activities and promotions. The efficacy of Canva learning media can be assessed from multiple perspectives, including the visual appeal of its designs and the clarity of its content. The results of the trial indicated that the utilization of Canva learning media is highly appealing for educators, offering numerous advantages, including enhanced student engagement, increased enjoyment of learning, and the stimulation of creativity. The efficacy of learning materials employed by educators in the educational process is a pivotal factor in the attainment of learning objectives, particularly when adequate instruments are utilized to ensure that students experience a sense of ease and comprehension of the subject matter (Winarto *et al.*, 2020).

Canva is a graphic design tool that has proven effective in increasing students' interest in learning at SMK 45 Lembang. Teachers at the aforementioned school have successfully implemented the Canva platform to facilitate the instruction of fundamental marketing subjects. Canva boasts a variety of features that facilitate the creation of learning materials, including PowerPoint presentations, posters, and interactive videos. An interview with one of the teachers further substantiated the notion that Canva plays a pivotal role in the creation of more creative and innovative learning materials. The capacity to generate visually appealing designs with Canva has been identified as a key factor in enhancing student engagement and propelling their interest in the learning process. However, as with other technological innovations, the use of Canva also faces several challenges. One of the salient issues is the level of technological proficiency among teaching professionals.

For teachers who are less experienced in using technology, using Canva may be difficult, even though Canva itself has been designed for ease of use. According to Winda dan Dafit (2021), despite the integration of digital learning tools such as Canva, WhatsApp, Google Classroom, and Zoom into pedagogical practices, numerous challenges persist for educators. One such challenge pertains to the difficulties teachers encounter in designing and implementing IT-based media. Moreover, challenges related to inadequate facilities and infrastructure, as well as difficulties on the part of teachers in adapting to online learning, have been identified. Additionally, Canva provides premium features that necessitate payment; however, educators can avail themselves of the complimentary features, which continue to be advantageous. In essence, the utilization of Canva as an educational instrument has been demonstrated to enhance student interest in the learning process. However, educators must enhance their technological proficiencies and address any impediments that may emerge. Canva, when utilized in conjunction with commitment and effort, can be a valuable asset in the educational sector.

The Effectiveness of Using Canva as a Learning Media in Marketing Classes at SMK 45 Lembang

One of the respondents, a teacher at SMK 45 Lembang, shared their experience using the Canva application as a learning tool. The respondent directly engaged students in the practical creation of business promotion posters for the marketing subject. The selection of Canva was made on the basis of its user-friendliness, characterized by an intuitive interface that facilitates the utilization of its features by novice users. The application boasts a plethora of features, incorporating a diverse array of distinctive graphic components. A notable feature of Canva is the capacity to create animated images that exhibit movement. This pedagogical technique has been demonstrated to be effective in capturing students' attention. A variety of templates are at one's disposal for the purpose of customization, thereby facilitating the creation of teaching materials. From the perspective of the respondents, who are teachers, the learning process helps students focus more on the material being taught. This media has been designed to be reusable, thereby enabling learners to access it in various locations easily. Furthermore, the program has been demonstrated to be effective in presenting the necessary material, thereby increasing learners' interest and concentration in understanding the material and achieving mastery of the competencies being taught (Suharsono *et al.*, 2023).

However, in practice, there are several obstacles to implementing this approach. First, not all students or teachers have Canva Premium, which is necessary for the implementation of the program. It has been demonstrated that users who have not yet upgraded to the Premium version encounter limitations when attempting to access the available features. These limitations are due to the fact that most graphic elements and editing features are unavailable. As a result, the user experience is suboptimal. Furthermore, some veteran educators remain unfamiliar with technological applications and encounter difficulties in the utilization of contemporary digital tools such as Canva, thereby hindering its integration into pedagogical practices. Therefore, it is imperative that educators enhance their technological aptitude to facilitate engaging, technology-based learning materials for students. This enhancement can be achieved through training in the utilization of educational media (Respati *et al.*, 2023).

In addition, students are expected to demonstrate competence in the utilization of technology as an integral component of the learning process. In the course of the interviews, it was revealed that the ability to utilize digital applications, such as Canva, is of significant importance in the context of business and marketing education in the present digital era. Applications such as Canva are very useful tools for creating visual content for product marketing, especially on social media such as Instagram. The ability to utilize Canva is regarded as a critical skill, as it enables students to create promotional materials in an online environment. Furthermore, respondents in the interview underscored the prevalence of Canva as the most widely utilized tool across various academic disciplines, including nursing, hospitality, and marketing. Consequently, the objective is for students to attain proficiency in this application to fulfill the requirements for creating promotional materials, such as posters or presentations.

CONCLUSION

The survey's results indicate that 78% of students who completed the survey strongly agreed or agreed with the statement, indicating that the effectiveness of the Canva application as a learning medium has been successfully implemented. In addition, the utilization of Canva as an educational instrument in marketing instruction at SMK 45 Lembang has been found to have a remarkably positive impact on students' interest in learning, enhancing their comprehension of the subject matter, and fostering their engagement in the learning process. The findings of the research indicate that the majority of students strongly agree or agree with the effectiveness of Canva as a learning tool. Canva is regarded as an engaging, interactive, and user-friendly learning medium for marketing material, particularly in terms of product planning and promotion.

It is recommended that further research be conducted with the objective of developing and implementing an intensive training program for educators. The purpose of this training would be to facilitate the integration of Canva technology into learning environments. The primary goals of this initiative would be twofold: first, to enhance technological skills among educators, and second, to improve the quality of teaching. Furthermore, research could explore the long-term impact of Canva use on students' academic performance and practical marketing skills. Exploration of variations in Canva usage, including the development of interactive materials and collaborative projects, is necessary to enhance the appeal of learning. The continuous evaluation and feedback process has been demonstrated to contribute to the enhancement of material design and teaching methods. A comparative study with other learning media can provide a more profound understanding of the strengths and weaknesses of each, thereby establishing a foundation for selecting the optimal learning media.

AUTHOR'S NOTE

The authors declare that there are no conflicts of interest related to the publication of this article. The authors confirm that the data and content of the article are free from plagiarism.

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