

Development of Interactive Learning Media Using Canva Applications for High School Economics Subjects in West Sumatra

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Abstract. A very important investment for the progress of the nation is the development of human resources through basic education to tertiary institutions. Education can lead to changes in students, one of the most important factors in increasing the successful progress of improving the quality of education is the use of appropriate learning media. One way to create interactive media is to use the Canva application. This application is an application that provides a variety of various multimedia facilities so as to create a variety of media. In this study, it was applied to economic subjects, especially private high schools in West Sumatra.

Keywords: Learning Media; Canva; Economics Learning

1 Introduction

Education is one of the initiatives to increase the quality of human resources, since one of its purposes is to educate the nation. Even in the curriculum, education uses character education to provide value to education itself. Education plays a significant role in assisting persons who do not know become knowledgeable, from bad to good. Many factors, both internal and external, might influence the goal of education. For this essay, the author will address the function of learning media in the implementation of education, particularly economic education, given the variety of meaning and significance of education. According to Cahyani's research (2020), the utilization of proper learning media can increase student learning outcomes during the learning process.

When addressing learning media, it is impossible to ignore the evolution of technology and information in the contemporary period. The difficulty that must be met in order to meet the needs of today's era is digital learning that is driven by an effective, innovative, and efficient learning process. We are both aware that we are currently affected by the COVID-19 epidemic, which has reduced all movement space activities, including those in the education sector. Learning takes place remotely, with all learning activities taking place online. This, of course, necessitates a teacher's increased creativity in the learning process.

The problem that is typically faced during online learning, according to observations made by the author with numerous instructors at private high schools in the province of West Sumatra, is a teacher's lack of capacity to create the learning process involving learning media in online learning. A teacher who serves as a facilitator and even a source of learning for students in the learning process must be innovative in implementing learning, one of which is the use of engaging learning media to keep students who study at home motivated to learn.

The Canva program, which can be accessible for free on the internet, is one of the applications that teachers can use to create unique and creative learning media. Canva is an online graphic design program that can be used by anybody for free or for a fee, and can be used on a PC or a smartphone, making it easier for teachers to design their instructional media.

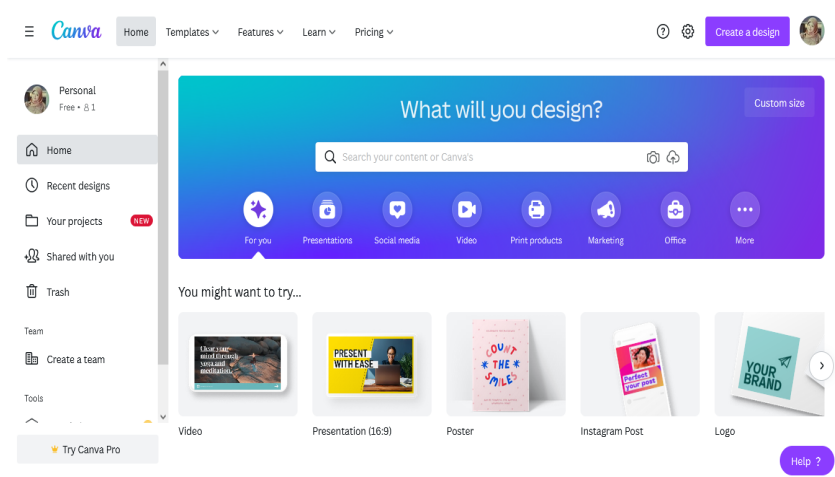


Fig.1. Application Canva

The advantages of this Canva application are numerous; there are numerous benefits of this application that may be used for free, including the Canva application's ability to make logos, posters, interactive PowerPoints, simple interactive films, and a variety of other results. A teacher that conducts distance learning or online learning can utilize this Canva application to achieve creative learning in media creation, because students will be more motivated to learn if they have a range of learning media to choose from. As according Novita's research (2021), the use of creative and technology-based learning media can support the learning process in the current situation, where distance learning is done online, a teacher must be creative in creating technology-based learning media and utilizing the use of smartphones in the learning process.

Based on the above review, the authors develop learning media, especially in economic subjects, using the Canva application at Private High Schools in West Sumatra Province to improve the learning process that is creative, innovative, effective, and efficient based on technology to support online learning.

2 Research Methods

Researchers use Canva applications to create cost-efficient learning material that are valid, practical, and useful for students to use. The Canva program is used to create economic learning media utilizing a 4-D development paradigm, which consists of four stages: define, design, development, and dissemination.

The program was implemented on private high school students in West Sumatra Province, with SMA N Taman Siswa Padang and SMA Muhamaddiyah Batusangkar serving as the sample. The implementation is scheduled for December 2021, with a design hold (Design).

The research and development technique were applied in this study. There are several types of models in research and development methods. The model that was used was the creation of a four-dimensional model. The 4-D development model (Four D) is a device development model for learning devices. S. Thiagarajan, Dorothy S. Semmel, and Melvyn I. Semmel created this model (1974: 5). Define, Design, Develop, and Disseminate are the four primary steps of the 4D development model. This strategy and model were chosen because it intends to develop a product in the form of pop-up media. After that, the product is examined for feasibility, including validity and product testing, to see how much the rise in learning motivation and student learning outcomes after utilizing pop-ups materials for life organization media.

3 Results and Discussion

Results

The research and development method is a research method that is used to create goods and evaluate their efficacy. Sugiyono (2012), p. 407 According to Thiagarajani, the research design employed in this work is the research design of 4-D model development (Four D Models). This consists of four stages: defining, designing, developing, and spreading, which can be summarized as follows:

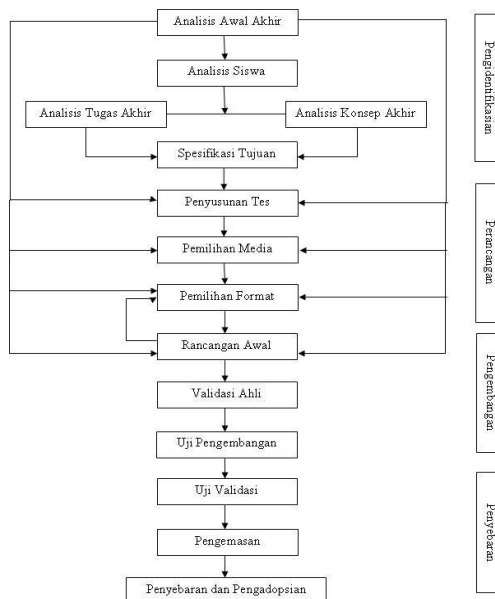


Fig.2. Procedure for Creating a 4-D Model (Source: Adapted from Thiagarajan 1974: 6-9)

This is a development study, and the development being done is the creation of cost-effective instructional material utilizing the Canva program. This development follows a four-step process that includes Define, Design, Development, and Dissemination. The 4-D paradigm was transformed into the 4-P model, which stands for defining, planning, creating, and deploying. The following are the processes for designing an economic module using this scientific approach:

Stage 1: Defining (Define)

The goal of the definition stage is to identify and define the needs in the learning process, as well as to gather various information about the product that will be built. At this point, the researchers conducted a pre-survey at SMA Taman Siswa Padang and SMA Muhammadiyah Batusangkar to gather various data. According to the results of the pre-survey, the issues discovered were that the teacher's learning media used in the learning process were less diversified, with just assignments and messages communicated via WhatsApp groups.

2nd Design Stage (Design)

This stage seeks to use the Canva program to create learning media for economics subjects, learning media that is tailored to the subject area, such as demand and supply content in the form of interactive films. The next step is to choose a format that is appropriate for the topic at hand. In order to accomplish the learning objectives, the format must be chosen in accordance with the content. The Canva program is used to create learning media for economic subjects that are tailored to the subject matter and then summarized in the form of teaching materials.

Phase 3: Development (Development)

In contrast to the previous product, which was a teaching material, the product created in this study is a cost-effective learning medium created with the Canva program. Before being developed, the original product is a collection of materials from which one is chosen and further developed in this study. This stage is divided into two parts: the validation stage and the product trial stage. Lecturers in design, Economics professors as material specialists, and students served as the experimental subjects in this study. A questionnaire and an essay test were used as research instruments. Questionnaires are used to determine the product's validity and utility. The questionnaire on validity was completed.

4. Dissemination Stage (Dissemination)

Packaging and distribution are the next steps once a product has been validated and tested. This packaging is created by utilizing the Canva tool to print small learning media instructional materials. The economic learning media are disseminated after the instructional materials for economic learning media are printed. The product's distribution is confined to schools that are used for research. Product distribution is carried out in order to obtain feedback and suggestions in order to improve products.

Discussion

1. Trial Data Presentation

The finished product is put together after various steps, including early product analysis and professional product validation tests. Students test products that have been declared valid in small groups to determine the product's practicality and effectiveness.

2. Analyze the information

The use of the Canva program to create instructional media for economic courses has gone through numerous stages. This stage is intended to determine the product's valid, practicable, and effective scale. The findings of questionnaires from design and material specialists are used

to create valid goods. The answers of student questionnaires are used to create practical goods. The findings of student essay tests are used to create effective goods. Design experts, material experts, and students completed a final assessment of learning media for economic courses using the Canva program (practical and effectiveness tests)

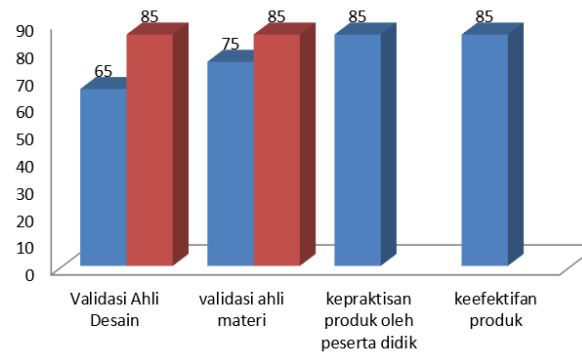


Fig.3. Economic Module Validation Assessment by Design Experts, Material Experts, and Learners (percentage chart) (Practicality and Effectiveness Tests)

Data on learning media for economics subjects was analyzed using the Canva application based on expert validation questions, practicality questionnaires, and student effectiveness tests. The results of the validation by design experts at the early stage of 45 percent and the final stage of 85 percent were based on data analysis of economic learning media teaching materials. The proportion of assessment was 78 percent in the early phases, and 85 percent in the final stage, according to material experts. According to Riduwan and Akdon (2013: 18), the results of validation by design and material specialists fall into the category of "Very Strong or Very Valid." These criteria suggest that the developed economic learning media teaching materials can be used by everyone.

Students' practical data analysis has also been quite good, with an 85 percent success rate. According to Riduwan and Akdon (2013: 18), the "Very Strong or Very Practical" category includes the practicality of the product by students. Students' recapitulation of the efficacy test yielded an 85 percent result. According to Rahayu, et al (2016), the efficacy of the product among students is included in the "High or Very Effective" criteria.

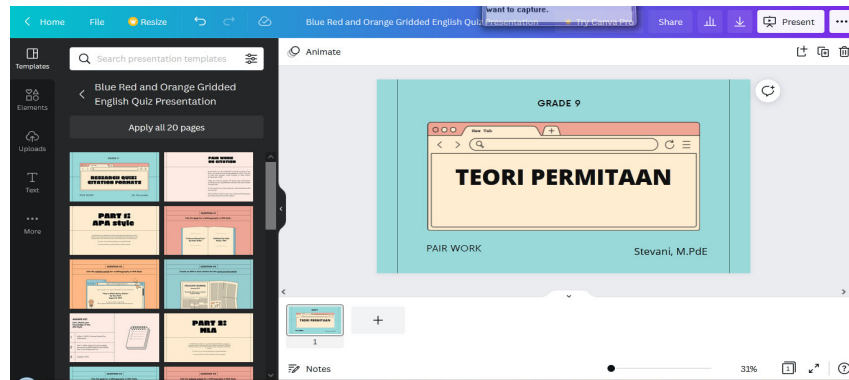


Fig.4. Examples Of Learning Media Designs That Can Be Created with Canva

4 Conclusion

The validation stage and the product testing stage were both used in the development of learning media for economic courses utilizing the Canva program. Validation was carried out by three specialists, two of whom were designers and one of whom was a material expert. The economics learning media module was then put to the test to see if it was useful and successful for teaching economics. The implementation of this research is carried out until the stage of designing the product, for sustainability to the stage of application will be discussed in the next article, and getting better will be discussed in the next article, and getting better will be discussed in the next article, and getting better will be discussed in the next article.

Acknowledgements

Thank you to the Economic Education Study Program, Faculty of Economics, PGRI University, West Sumatra.

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