

The Role of the Canva Application in Enhancing Creativity among Senior High School Students

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ABSTRACT

Objective: This study aims to investigate the role of the Canva application in enhancing creativity among senior high school students. **Method:** Employing a Systematic Literature Review (SLR) approach, the research utilizes secondary data obtained from national journals and books. Data were collected through listening and note-taking techniques, while the validity of findings was ensured using theoretical triangulation. **Results:** The findings indicate five significant roles of Canva in supporting students' creative development: (1) enhancement of visual design skills, (2) increased interest in learning and self-confidence, (3) promotion of collaboration and interaction during learning, (4) facilitation of idea and imagination expression, and (5) technological integration aligned with the Merdeka Curriculum. These aspects collectively demonstrate the platform's effectiveness in fostering creativity within an educational context. **Novelty:** This study contributes to the academic discourse by systematically identifying and synthesizing the multifaceted roles of Canva in developing creativity, particularly within the context of Indonesia's evolving digital-based curriculum. The results offer practical implications for educators aiming to leverage digital tools for creative learning outcomes.

INTRODUCTION

Creativity is the ability to apply new ideas in everyday life [1]. According to Sumarmo in Wahyuni et al. (2018), creativity is the ability to generate new ideas [2]. Additionally, creativity can be defined as a process of developing and expressing oneself in relation to the self, others, and nature [3]. Thus, creativity reflects courage, the ability to produce original ideas, and the process of self-development and expression across various aspects of life, aiming to help individuals make use of their knowledge.

Creativity aims to train students to utilize their skills and knowledge in creating new things [4]. It also plays a role in generating new ideas to solve learning problems [5]. Furthermore, Widyaningrum & Rahmanumeta (2016) assert that creativity equips students with adaptive thinking and learning skills to prepare them for future challenges and changes [6]. Therefore, creativity plays a vital role in training, problem-solving, and preparing students to face future challenges, as reflected in various characteristics of creativity.

According to the Diagnostic Guidelines for Student Potential from the Ministry of Education in Supriatna (2019), one characteristic of creativity is the ability to give original responses and the courage to take risks [7]. However, Desmita in Fakhriyani (2016) notes that a primary sign of creativity is a broad interest in various fields or topics [8]. Creativity can be categorized into cognitive and non-cognitive aspects. The cognitive aspect includes flexibility, originality, elaboration, and fluency, while the non-cognitive aspect

involves a creative personality, motivation, and attitude [9]. Hence, the characteristics of creativity include both cognitive and non-cognitive aspects and are marked by broad interests, risk-taking, and the ability to generate original and innovative ideas, all of which can be developed through media such as Canva.

Canva is an online graphic design service that allows users to easily create various visually engaging works [10]. However, Jannah et al. (2023) state that Canva is a unique, innovative, and attractive application that can optimally support the learning process [11]. Furthermore, Canva can also be defined as a graphic design application that assists beginners in designing, editing, and creating designs through a digital platform [12]. Thus, Canva is an effective, innovative, and user-friendly digital design application that supports online learning and visual creativity, offering numerous benefits for developing ideas and design skills.

Canva offers various benefits, such as facilitating the creation of attractive visual content that produces results comparable to, or even rivaling, other paid software [13]. According to Pratiwi (2021), Canva also enables both beginners and experienced users to deepen their skills in graphic design [14]. Moreover, Canva is beneficial for conveying information through posters, flyers, and twibbons that carry specific messages [15]. Thus, Canva provides numerous advantages for simplifying visual content creation for a wide range of users through media like posters, flyers, and twibbons.

Canva also enhances the learning process by offering practical and effective methods for educators [16]. According to Tanjung and Faiza (2019), Canva simplifies the design of teaching media and helps deliver material more efficiently [17]. Furthermore, Canva offers a variety of design options such as templates, animations, and graphics [18]. Therefore, Canva's advantages include supporting teachers in designing instructional media, delivering material efficiently, and providing a wide range of features like templates, animations, and graphics that promote active student engagement.

Students are learners in educational institutions ranging from elementary to senior high school levels [19]. According to Shafique Ali Khan in Yanti et al. (2017), students are individuals who study in educational institutions to acquire various forms of knowledge or learning. Additionally, students can be defined as learners who develop their potential through education [20]. Therefore, students are individuals at different educational levels who develop their potential through learning processes, each with unique characteristics depending on their age and stage of development.

Student characteristics play a significant role in realizing an efficient and meaningful learning process. According to Radhiyani and Vidya (2020), these characteristics encompass physical, cognitive, social, and emotional aspects, which vary from one individual to another [21]. Hidayat (2016) emphasizes that understanding student characteristics is essential to recognize individual differences in order to design appropriate learning strategies [22]. Furthermore, Putri and Indrawati (2024) state that intelligence level is one characteristic that influences learning and often becomes a central focus for teachers, especially at the elementary level [23]. Thus, a comprehensive understanding of student characteristics is needed to support each individual's development in accordance with their potential and developmental stage.

Senior high school students' development is a complex and holistic process involving physical, cognitive, emotional, social, moral, and spiritual aspects [24]. Izzani et al. (2024) note that adolescents at the high school level begin to undergo significant physical changes, such as increased height, reproductive maturity, and more abstract and logical thinking abilities [25]. Additionally, emotional and social development is characterized by identity exploration and greater independence in interacting with their environment (Faridah, 2019). Therefore, understanding the physical, cognitive, emotional, and social development of senior high school students is essential to support effective learning.

RESEARCH METHOD

This study employs a Systematic Literature Review (SLR) approach. SLR is a research method used to investigate, interpret, and evaluate all relevant studies on a specific topic of interest [26].

The data in this research are secondary data. According to Umaroh and Hasanudin (2024), secondary data include articles, national journals, documents, undergraduate theses, and other reference books that are relevant to the research topic [27]. The secondary data in this study consist of clauses, words, phrases, and sentences extracted from nationally recognized journals and books.

The data collection technique used in this study is the listening and note-taking method. This method involves documenting the gathered information through observation and recording [28]. The listening component refers to carefully observing or examining the material, while the note-taking process involves organizing and recording important information identified during the observation.

For data validation, the study utilizes triangulation techniques. According to Puspita and Hasanudin (2024), triangulation is a method used to ensure data accuracy by combining information from various sources, thereby enhancing credibility and quality [29]. In this study, theoretical triangulation is applied, meaning theories derived from previous research or expert opinions are used as a basis to validate the statements or concepts presented.

RESULTS AND DISCUSSION

Results

The use of the Canva application has been proven to significantly improve students' visual design skills. The study's findings indicate that students became more adept at choosing color combinations, arranging layouts, and adding attractive graphic elements. Learning activities that were previously conventional became more visual and interactive. This transformation sparked greater student interest in expressing their creative ideas. Visualization through Canva also enabled students to better understand learning content. Therefore, this application effectively supports the development of design competencies in modern learning contexts.

In addition to enhancing visual skills, the use of Canva also increased students' learning interest and self-confidence. Students were more enthusiastic when given the opportunity to independently design creative works. When their designs were appreciated, they demonstrated a significant boost in self-confidence. Creative activities through Canva also encouraged a higher learning spirit as students felt a sense of control over their learning process. The learning environment became more open and supportive of active participation. This condition shows that Canva can serve as a responsive learning medium that meets students' affective needs.

Another finding of this study reveals that Canva use fosters positive collaboration and interaction in the classroom. Students were engaged in group work to produce visual projects such as posters and digital presentations. This collaboration not only honed their teamwork skills but also cultivated communication and problem-solving abilities. Additionally, Canva provides a space for students to freely express their ideas and imagination according to their individual styles. These findings indicate that Canva supports not only the cognitive dimension but also the social and emotional aspects of students. Overall, Canva's role contributes to the integration of technology in alignment with the Merdeka Curriculum principles.

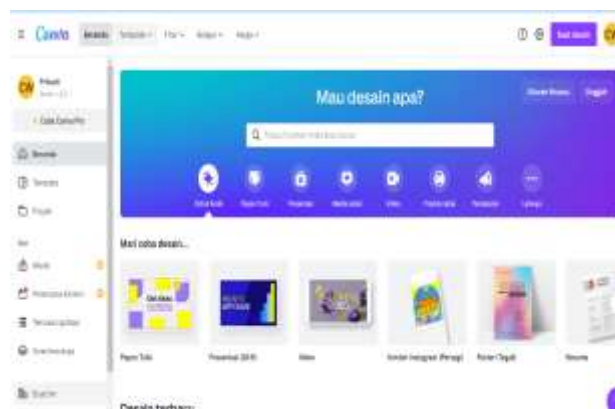


Figure 1. Canva offers a variety of attractive templates

Canva functions as an online graphic design platform for creating various visual needs such as posters, presentations, and social media content, featuring a drag-and-drop interface and thousands of templates. Canva makes it easy for anyone to design quickly and attractively.



Figure 2. Example of a Canva template

Source: <https://images.app.goo.gl/YYJwPoDcmdVqGfL8A>

Canva can be described as an online graphic design tool that simplifies the creation of various types of visuals, such as posters, presentations, and digital content. Equipped with easy-to-use templates and features, Canva is suitable for both beginners and professionals.

Discussion

The role of the Canva application in enhancing creativity among elementary school students can be explained as follows:

1. Enhancing students' visual design skills

Findings indicate that active use of Canva significantly improves students' visual design abilities. Students become more skilled in selecting color schemes, arranging layouts, and adding attractive graphic elements. Learning, which was previously text-based, becomes more visual and interactive, encouraging students to express their ideas more creatively. According to Wahyuni (2020), visuals involve elements perceived through sight, encompassing processes of sensing, understanding, and selecting what is seen [30]. Similarly, Aryani et al. (2021) state that visual media rely primarily on the sense of sight to receive information [31].

2. Increasing learning interest and self-confidence

Canva helps create an engaging and non-monotonous learning atmosphere. When students successfully create their own designs, their confidence grows. Their interest in learning increases as they feel empowered and free to create using accessible and user-friendly technology. Sabarrudin et al. (2022) define self-confidence as the belief in oneself when navigating life and evaluating one's own abilities [32]. Furthermore, Sirait (2016) defines learning interest as positive behavior occasionally exhibited by students [33].

3. Collaboration and interaction in learning activities

Using Canva in lessons promotes collaboration among students, particularly when they work in groups to create digital posters or presentations. This

teamwork not only enhances communication skills but also fosters creativity and collaborative problem-solving. According to Batoebara (2021), collaboration is a form of interaction occurring in social relationships [34]. Mulyadi (2020) adds that interaction involves the participation of two or more individuals simultaneously [35].

4. **Canva as a medium for expressing ideas and imagination**

Canva offers various templates and graphic features that help students express their ideas and imagination. This is crucial for creativity development, as students are given the freedom to innovate based on their preferences and styles without fear of making mistakes. Rusli (2016) defines imagination as the ability to envision events creatively based on thoughts and experiences [36]. Amalia et al. (2020) describe imagination as a mental process that develops ideas beyond what has been seen, heard, or felt [37].

5. **Technology integration supporting the merdeka curriculum**

The study also shows that Canva aligns with the Merdeka Curriculum, which emphasizes project-based and differentiated learning. Teachers can tailor design tasks to student abilities, while students are given the opportunity to work independently or collaboratively through relevant digital-based approaches. According to Fauzi (2022), the Merdeka Curriculum provides diverse learning options with streamlined content, enabling students to understand concepts more deeply [38]. Maulida (2022) adds that the Merdeka Curriculum replaces traditional lesson plans with more varied formats that include learning content, interpretation, methods, and evaluation strategies aimed at achieving specific learning goals [39].

CONCLUSION

Fundamental Finding : This study concludes that the use of Canva significantly enhances students' visual design skills, fosters learning interest and self-confidence, promotes collaboration and interaction in classroom activities, serves as a medium for expressing ideas and imagination, and supports technological integration aligned with the Merdeka curriculum. **Implication :** These findings imply that digital creative tools like Canva can effectively enrich student-centered learning and foster 21st-century skills in elementary education. **Limitation :** However, this study was limited to a specific classroom context and did not explore long-term retention or cross-disciplinary applications of visual design competencies. **Future Research :** Future studies should investigate the broader application of Canva across diverse subjects and student populations, as well as its potential to support inclusive and differentiated instruction within digital literacy frameworks.

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