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USING CANVA AS MEDIA FOR ENGLISH LANGUAGE TEACHING (ELT): DEVELOPING CREATIVITY FOR INFORMATICS STUDENTS'

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abstract

This research simulates the use of Canva as media to teach English and develop the creativity of the Informatics students in the English Working Course at ITB AAS Indonesia. This research employed a descriptive qualitative method. This study has revealed that educators (teachers or lecturers) can use the Canva application to teach English by creating materials for job vacancies, cover letters, job application letters, curriculum vitae (CV), or resumes in English for Working subjects. In creating the material for "Job Vacancy", a template or layout of brochures, flyers, or announcements is employed. Canva is very suitable for learning basic competencies of functional texts, including functional texts to make brochures, flyers, announcements, letters, CVs, or resumes. The stage is performed by editing the existing text using the Canva application and changing the text with words requested by the teacher. It is expected that Canva can develop and grow students' creativity in digital designs by adding texts, images, or photos. Canva application is conveniently practiced and suitable for Informatics students who want to learn simple, creative, and innovative graphic designs.

INTRODUCTION

Learning media is needed by teachers in supporting and supporting teaching in education. Media is a tool used by teachers in teaching, in addition to using books or lecture methods, teachers are also expected to have different learning media and adjust the material and conditions of each student. Today, technological developments are increasingly rapid and advanced, everyone is expected to be able to understand technology as a support for all existing activities, as well as in the realm of education. Teachers and students can take advantage of technology-based learning media, one of which is the Canva application. Canva is an online-based application that provides attractive designs in the form of templates, features, and categories given in it. With diverse and attractive designs, it makes the learning process not boring. By using the Canva application, teachers can teach knowledge, creativity, and skills that will be obtained for students, so that this media can also be used in various areas of life.

Technology is an important thing that must be mastered by a teacher. The task of teachers today is no longer just proficient in teaching. However, nowadays teachers also have to be proficient and skilled in using technology. In this digital era, the teaching media can from various sources, including internet technology. Gopal (2021) states that teachers should utilize technology to encourage students' higher-order thinking skills, such as problem-solving, critical thinking, and creativity, as well as to aid in the development of other crucial abilities. Internet technology can be utilized by teachers to the maximum in a more positive

direction, including increasing student creativity so it can provide benefits for students. Teachers can create learning that is up-to-date, creative, and innovative by utilizing technological advances in this digital era. Teachers can use various media to increase students' enthusiasm for learning and creativity in using technology. One of them is creativity in the use of learning media and to be creative in developing student talents in the field of design.

One of the applications used in developing student creativity is the Canva application. Canva is an online graphic design tool (Haake, 2021). Bradley (2015) Canva can be accessed at <https://www.canva.com>, which offers a variety of premade designs for creating presentations, posters, blog graphics, and social networking headers for our accounts. Canva is capable of more sophisticated designs for print media (e.g., flyers, posters, invitation cards, brochures, etc (Navarre, 2018). Canva helps the user demonstrate understanding of a variety of topics through individual or collaborative development of posters, presentations, flyers, infographics, book covers, newsletters, programs, reports, media kits, and more (Waring, 2021). Martin (2016) states that Canva offers teachers and students a straightforward new method for designing. Its drag-and-drop capability enables the creation of presentations, posters, single-page documents, and social network postings.

According to Arunachalam & Munisamy (2022), Canvas gives quite a flexible platform. Both the teachers and the student can tailor the system to their teaching and learning activities. The emphasis is placed on communication between the educator and the student, which enables their collaboration during the learning process. Canvas LMS enables students to get alerts, submit their papers, and engage with the assigned learning resources. Integrating canvas accounts with social media accounts. Canvas enables instructors to offer comments, integrate videos, blogs, wikis, and other educational channels, and track their students' progress. Canvas offers great built-in audio and video recording capabilities. This function has several applications, including homework, tests, and course materials.

Canva offers many conveniences for creating innovative and creative teaching materials. Canva's presence seems to answer current demands. Teachers and students must deliver learning many things that can be done using the Canva app, such as creating videos, creating images, and presentations. This is certainly very easy in making English teaching materials that require visualization of images and videos in conveying information. Canva promotes extensive creative flexibility and experimentation. It might be tempting for educators to believe that their students are creatively adept and at ease (Atherton, 2018).

Creating a free Canva account grants access to hundreds of pictures and icons that can be incorporated into current templates or used to create a design from scratch. Canva is ideal for basic graphics (like a thumbs-up icon for a statement announcing the outcomes of a class project, a bold arrow to highlight a portion of our assignment's instructions, or a photo of your class with the date imprinted on it). When our design is complete, we can save it as an image file and post it straight to our course website or learning management system (LMS), or we can share it using the URL supplied by Canva.

There are several previous studies have discussed Canva in the teaching and learning process. First, Tanjung & Faiza (2019) states that Canva learning media is feasible to use in the learning process. Canva learning media in Basic Electrical and Electronics subjects in class X Cooling and Air Conditioning Engineering. Second, Pelangi (2020) states that Canva can be used in Indonesian language materials for example in Text Producing Materials Advertising and Writing Poetry at the High School/MA Level for Students. In its application, students are expected to be able to produce text ads according to the terms and design or posters that are interesting and have a variety of colors and various writings variety, making the students and their poetry come alive. Third, Melinda & Saputra (2021) states that using

Canva as a learning medium can make it easier for teachers in teaching and learning activities in Science subjects. Learning materials can be animated using the features available in Canva. Thus, students can learn with concrete objects in the form of animations in the heat transfer material. Fourth, Astuti (2021) states that the Canva design learning application can be used as a medium for online learning on static electricity physics material because it is easy to use and looks attractive. Fifth, Analicia & Yogica (2021) state that in using Canva, the value of validity is 89.68% with valid criteria, practicality by teachers is 91.87% with very valid criteria, and students with very valid criteria 90.06%. The results showed that the video learning media using Canva was valid and practical for learning biology. Sixth, Amrina et al. (2021) With the Canva application, Arabic subject (Maharah Kitabah) learning becomes very interesting to use for presenting material online, so the students can understand the material easily. Through this Canva media, students are also motivated in participating in learning, so that they can foster students' enthusiasm and creativity in learning so that students do not feel bored with the material presented by the educator. Seventh, Sakti et al. (2022) state that learning media using Canva which was developed on psychic subjects especially electrical material is very valid to use and gets good responses from students. Eighth, Purba & Harahap (2022) state that learning mathematics with the Canva application is very useful and there is an increase in the ability to make mathematics learning media through the use of the Canva application before and after training.

Based on the previous research above shows that all research discusses the use of Canva in teaching a certain subject. The first research focuses on Basic Electrical and Electronics subjects and focuses on Indonesian language materials. The third research focuses on Science subjects. The fourth and seventh research focuses on static electricity physics material. The fifth research focuses on biology subjects. The sixth research focuses on Arabic subjects. The eighth research focuses on mathematics. All previous research also focuses on the subject at school. This research focuses differently on the subject have been stated above.

In ITB AAS Indonesia, there is an 'English for Working' course for students of the Informatics study program. The material is related to the world of work which includes job vacancies, job application letters, and curriculum vitae (CV) or resumes. Therefore, this study aims to investigate the use of Canva media to teach English and develop the creativity of Informatics students in the English for Working course at ITB AAS Indonesia.

METHOD

This study employed descriptive qualitative methods. The primary goals of qualitative research were description, comprehension, and interpretation. This study investigated a better knowledge of social reality by describing its functions and characteristics (Jaison, 2018). One of the most essential jobs is to offer facts and meaning to the occurrences so that they may be explained in great detail. This study relied on observation to acquire data. Biddix (2018) states that observation may be extremely involved, with a researcher gathering data while simultaneously taking part in the activity or setting. The researcher observed the simulation of the Canva program in creating and designing English material for students.

This study analyzed data using data reduction, data presentation, and conclusion as stated by Miles et al. (2013). The process of choosing, reducing, abstracting, and manipulating "raw" data arising from field notes is known as data reduction. Data presented in the narrative text was translated into many sorts of matrices, graphs, networks, and charts. They were all intended to integrate material that is organized in a cohesive and easily accessible style so that scholars may figure out what happened and draw conclusions. The

next procedure was ending the research after the data had been delivered, also known as a series of data analyses.

FINDINGS AND DISCUSSION

Findings

This research simulates the use of Canva as a medium for English Language Teaching (ELT) in developing the creativity of Informatics Students at Institut Teknologi Bisnis AAS Indonesia. To show the creative side of Canva, we can choose examples of ready-made announcements, leaflets, pamphlets, or brochures that can be personalized with our elements (text and object) or customized to what we want. The descriptions can be seen below:

Teaching Material “Job Vacancy”

First, as educators (teachers or lecturers), we can explain how to create a creative and interesting English job vacancy using a brochure template. How to make an online brochure is simple. Open Canva <https://www.canva.com> on our desktop or app to get started. Sign in or register using Google or Facebook, then search for “Brochure” to start designing. There are several templates available on Canva. We can browse templates. Start the process of creating a brochure by choosing the most suitable template. Canva's range of professional templates is built around user needs, so we just have to find the best examples and apply them to our brochure. This professional job announcement template can help us to fill job openings while attracting the best candidates. Easily edit any design to create impressive and informative job announcements.

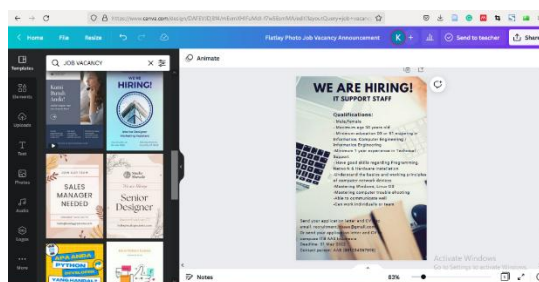


Figure 1. Designing of Brochure Job Vacancy

The figure shows a brochure template. We can edit and customize brochure designs. Once we find the right brochure template, we can easily change the layout to make it look like your personal preference. Upload our photos, rearrange text boxes and elements and change fonts and colors in just a few clicks. Add more design elements. Experiment with our brochures by involving various design elements such as layouts, thousands of stock images and illustrations, playing with color combinations, choosing fonts, and more in an instant. Save and share. The finished brochure design can now be printed in high quality or massively disseminated via social media in various formats. Adjust this option to our needs.

Second, As educators (teachers or lecturers), we can explain how to create a creative and interesting English job vacancy using a flyer layout. How to make an online flyer is simple. Open Canva <https://www.canva.com> on our desktop or app to get started. Sign in or register using Google or Facebook, then search for “Flyer” to start designing.

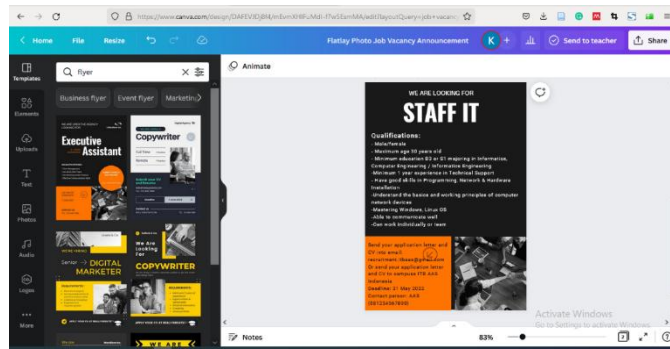


Figure 2. Designing of Flyer Job Vacancy

The figure shows several flyer layouts. We can find the best layout. Choose from a variety of flyer layouts in a variety of colors, styles, and themes. Find the perfect flyer template to edit and customize to your marketing needs. Customize our design. Customize flyers to have the look and feel to your needs and tastes using our handy drag and drop design tool. Change text, fonts, and colors in just a few clicks. Get creative with more design elements. Browse our image and graphics library of millions of photos, icons, illustrations, and vectors to add to our layouts. Add or remove text boxes and try different photo filters. We can also teach English spelling or diction in the content to be interesting for readers. We can order a printout. Print flyers in high quality by ordering them at Canva Print. Free shipping. Or, save your design in PDF, JPG, or PNG format. Remember, we can always edit your design at any time.

Third, as educators (teachers or lecturers), we can explain how to create a creative and interesting English job vacancy using an announcement template. How to make an online brochure is simple. Open Canva <https://www.canva.com> on our desktop or app to get started. Sign in or register using Google or Facebook, then search for “Announcement” to start designing.

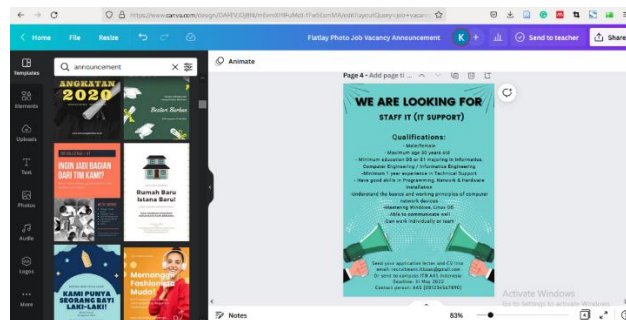


Figure 3. Designing of Announcement Job Vacancy

The figure shows several announcement layouts. We can choose a template. Get inspired and take advantage of Canva's library of professionally designed announcement templates. Refine search results by adding keywords according to your style, theme, mood, and color scheme. Browse features. Create a different announcement display with millions of stock photos, illustrations, icons, images, stickers, shapes, and other graphics from Canva. Animate digital designs, using the pan, rise, tumble, and more animation features. Give our designs a personal touch. Customize announcements by uploading our photos, images, brand elements, or artwork. Experiment with each template by changing the layout, positioning and resizing icons, and applying photo filters. Share or print. The finished announcement design can be downloaded and saved as a PDF, PNG, or JPG. We can also use Canva Print to print

announcements in high quality. Share announcements on social media or via email with just one click.

Teaching Material “Cover Letter” or “Job Application Letter”

We can design personal letters to formal business correspondence with Canva's professionally designed, printable letter design templates that can be easily customized and edited in just minutes. As educators (teachers or lecturers), we can explain how to create a creative and interesting English job vacancy using an announcement template. How to make an online brochure is simple. Open Canva <https://www.canva.com> on our desktop or app to get started. Sign in or register using Google or Facebook, then search for “Cover Letter” to start designing.

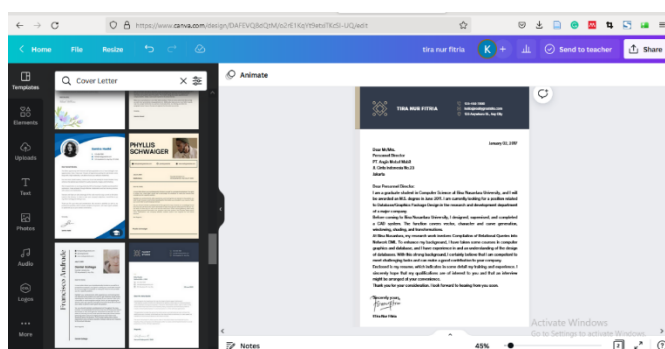


Figure 4. Designing of Cover Letter (Job Application Letter)

The figure shows several cover letter templates. We can open the Canva application. Access Canva via your desktop or smartphone app. Sign up and log in, then type "Letter of Cover" in the search field. At this point, we can choose a variety of examples of job application letters according to our needs. Choose the most suitable template. Choose a free cover letter template based on our preferences or a theme that matches the job vacancy. Apart from having a wide variety of job application letter formats and styles to choose from, we can also start from scratch with a blank layout. We can choose the British or American style. Discover various advanced features. Use the latest features in design such as icons, illustrations, animated text, and more. Make our visual dreams come true with Canva's design tools. Edit the design to finish. It is almost done, it is time to readjust all the formatting and elements in the cover letter. Make sure we have edited every aspect of the design optimally such as layout, text, to color scheme adjustments.

We also can teach grammar, especially tenses such as the present, past, and future because writing a job application letter is related to the appropriate tenses (Fitria, 2022). Even though Canva has been supported in terms of design, make sure we do not forget the message in the form of intent and purpose in making a job application letter. We also can teach to use formal English and avoid using negative words. Negative words such as not, nor, neither, less, cannot, barely, and the like will break formality in application letters. Besides, we can also teach English spelling or dictions in the content to be interesting for readers and teach punctuation in writing English job applications. After we edit the text, we can save it and send it to job vacancies. When finished, save the design results in various formats as needed, for example, PDF. Our cover letter can be sent directly to the job vacancy online or printed in high quality.

Teaching Material “Resume/Curriculum Vitae”

As educators (teachers or lecturers), we can explain how to create a creative and interesting English job vacancy using an announcement template. How to make an online brochure is simple. Open Canva <https://www.canva.com> on our desktop or app to get started. Sign in or register using Google or Facebook, then search for “Curriculum Vitae” or “Resume” to start designing.

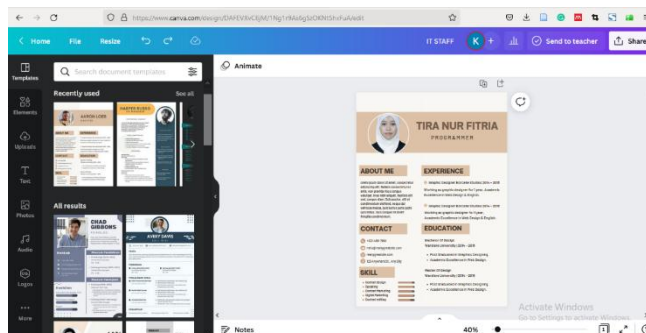


Figure 5. Designing of Curriculum Vitae (CV) or Resume

The figure shows several curriculum vitae (CV) or resume templates. We can open Canva. Open Canva or open the app, then log in and search for "Curriculum vitae" to start designing. Find the right template. Choose from thousands of professionally designed resume templates. Choose from styles like modern or simple layouts, or industrial ones like acting, graphic design, or other corporate layouts. Give our resume a personal touch. Once we have chosen a template, use Canva's drag-and-drop design tool to customize our resume. Change fonts, text, and colors in just a few clicks. We can also teach English spelling or dictions in the content to be interesting for readers. Upload our photos, then rearrange any elements however we like. Keep creating with more design features. Crop, straighten, apply photo filters, and texture our images. Use our color scheme, font style, background, and text layout. Add borders, frames, and other elements to make our resume stand out. Order printout. Print our curriculum vitae in high quality by ordering it on Canva Print. Free shipping. Or, save our design in PDF, JPG, or PNG format. We can always edit our design at any time.

Discussion

Canva is an application that is used to design and design various graphic designs online. Canva has thousands of designs or templates to design greeting cards, book covers, product labels, business cards, posters, brochures, invitations, or presentations. Canva is available in several versions, namely version, web, iPhone, and Android versions. To download it, we can type www.canva.com via google or write Canva through the play store and then install it or download it on our device. Canva has two versions, paid and free. For the learning stage, we can use the free version of Canva. Besides being easier, we can also use Canva content to create designs with complete features without us having to pay.

The findings above show that educators (teachers or lecturers) can use the Canva application in English Language Teaching (ELT) such as creating materials for a job vacancy, cover letter/job application letter, curriculum vitae (CV) or resume in English for Working subject to the students. In creating materials for “Job Vacancy”, we can use a template or layout “brochure”, “flyer” or “announcement” in the Canva app. Before, we open Canva on-

site at www.canva.com, sign in using our email or another service to continue with Canva, or register (sign up) with our work email.

First, in creating a brochure job vacancy, we search for a “Brochure” to start designing. Browse templates and choose the most suitable template. Edit and customize brochure designs. Upload our photos, rearrange text boxes and elements also change fonts and colors. Add more design elements such as layouts, thousands of stock images and illustrations, color combinations, choosing fonts, and more. Save, share and print in high quality. Second, in creating a flyer job vacancy, we open Canva, sign in or register then search for “Brochure” to start designing. We can find the best layout. Choose from a variety of flyer layouts in a variety of colors, styles, and themes. Find the perfect flyer template to edit and customize to our needs. Customize our design. Change text, fonts, and colors. Fill with more design elements. Browse our image and graphics library to our layouts. Add or remove text boxes and try different photo filters. Order printouts or print flyers in high quality. Save our design in PDF, JPG, or PNG format. Third, in creating an announcement job vacancy, we search for “Announcement Templates” to start designing. Choose a template, explore features, and make an announcement with Canva’s stock photos, illustrations, icons, images, stickers, shapes, and graphics. Animate digital designs, using a pan, rise, tumble, and other animation features. Personalize our design, and customize our announcement by uploading our photos, images, elements, or artwork. Experiment with each template by changing the layout, rearranging and resizing icons, and applying photo filters. Save, share or print as a PDF, PNG, or JPG. We use Canva Print to produce high-quality prints of design.

In creating materials for “Cover Letter/Job Application Letter”, we open Canva, sign up and log in, then type "Cover Letter" in the search field. Choose a variety of examples of job application letters according to our needs, choose the most suitable template, or start from scratch with a blank layout. Discover various advanced features. Choose the latest features in design such as icons, illustrations, animated text, and more. Make our visual dreams come true with Canva's design tools. Edit the design to finish, save and send to job vacancies.

In creating materials of “Curriculum Vitae (CV)/Resume”, we open Canva, then log in and search for “Curriculum vitae” to start designing. Find the right template. Choose from thousands of professionally designed resume templates. Choose from styles like modern or simple layouts, or industrial ones like acting, graphic design, or other corporate layouts. Give our CV/resume a personal touch. Use Canva's drag-and-drop design tool to customize your resume. Change fonts, text, and colors in just a few clicks. Upload our photos, then rearrange any elements. Keep creating with more design features. Crop, straighten, apply photo filters, and texture our images. Use your color scheme, font style, background, and text layout. Add borders, frames, and other elements to make our resume interesting. Order print or print our curriculum vitae in high quality in PDF, JPG, or PNG format.

By using Canva, teachers or lecturers can teach how to design announcements, leaflets, or brochures. As stated by Canva is perfect for simple graphics (Pacansky-Brock, 2017). It is supported by Singh et al. (2019) that Canva is a simple graphics designer tool for even nonprofessional graphics designers which capable of assisting in designing announcements, brochures, presentations, infographics, and many more designs. So, Canva is one of my most utilized online tools for posters, pamphlets, cards, and even letters (Cleveland & Sharp, 2019). Teachers are also supposed to train students on how to use online platforms, such as Canva (Jenifer & Robert, 2021).

Educators (teachers and lecturers) can give projects or assignments for English lessons by asking students to create assignments through the features available in Canva. Teachers can also take advantage of poster templates, flyers, and brochures for related English

materials. Almost all materials in English lessons can use the Canva application, including designing job vacancies pamphlets and even curriculum vitae. The material will certainly become more interesting, creative, and innovative. Besides that, making learning presentations can be easy because the system is simple and fast. The Canva app can also be used to create learning videos. This video has several advantages, such as a modern look, looks more innovative, and also has high effectiveness in designing learning videos.

Educators (teachers and lecturers can get many benefits and advantages with Canva. This application has a simple appearance, is easy to use, and has many templates that can be edited, no need to install the application on a laptop, just use the canva.com link in a web browser. Canva can also be used on mobile phones, but we have to install the app on our device. Furthermore, Canva can be used as a learning tool or as a learning medium that makes it easier for students to participate in the learning process. Then, Canva also saves time because we don't need to use other media such as televisions, laptops, or projectors. As stated by Junaedi (2021) states that the use of the Canva application can increase students' creative abilities.

Teachers tended to describe creative activities that allowed students multiple ways to engage with content. The educator created an assignment where students designed a project using Canva (Jean & Pete, 2021). Canva supports creativity via graphic design in educational activities by offering instructors and students an easy approach to design. Its drag-and-drop capability enables the creation of presentations, posters, single-page documents, and social network postings. Canva provides students the tools to explore and communicate their stories and ideas. Students can make designs to share with the class as a whole. They can enable only view-only access or allow their peers and teacher to participate in the same or a different design.

When students first start to use Canva, the teacher gives them important information they must include. We Consider introducing this strategy by creating a template or specific layout on Canva (<https://canvacom>), where each template and object (text and image) has a place. This strategy helps students who are not used to performing creative tasks get started. Creativity is important when learners need to present and make public the results of the projects they take part in. The requirement for learners to create a video or poster to synthesize what they have learned forces them to develop their cognitive and communicative skills, as they must reflect on how to use multiple languages (text, iconographic, visual, etc.) to make the information they possess accessible to others. (Masats et al., 2019).

In learning, teachers can use Canva for various kinds of learning activities. First, Canva can be used by teachers as material for student observations. Teachers can ask students to observe and analyze linguistic elements or text structures from designs or templates in Canva in the form of functional text, for example, a text design in the form of notifications, greeting cards, invitations, posters, labels, brochures, or announcements. Of course, students are asked to choose Canva with an English design. By doing this observation and analysis, the teacher has indirectly increased the students' knowledge competence. Besides increasing knowledge competence, Canva can also be used to improve student competency skills. Canva can be used by teachers to help students produce their functional text by editing the existing text in the Canva application and then changing it with their own words according to the situation requested by the teacher. Canva can be a means to bring out and grow students' creativity in the field of technology by designing their designs, adding text, adding images, or adding photos. Canva application is suitable for use by teachers at all grade levels. Canva can also be used for many subjects. The advantage of the Canva application is very easy to practice and very suitable for students majoring in Informatics who want to learn to make

simple graphic designs creatively and innovatively. Canva is very suitable to be used for learning basic competencies about functional texts, including functional texts to make brochures/flyers/announcements, letters, and curriculum vitae (CV) or resume.

CONCLUSION

Educators (teachers or lecturers) can use the Canva application in English Language Teaching (ELT) such as creating materials for a job vacancy, cover letter/job application letter, curriculum vitae (CV) or resume in English for Working subject for the students. In creating materials for “Job Vacancy”, we can use a template or layout “brochure”, “flyer” or “announcement” in the Canva app. Canva is very suitable to be used for learning basic competencies about functional texts, including functional texts to make brochures/flyer/announcement, letter, and curriculum vitae (CV) or resume by editing the existing text in the Canva application and then changing it with their words according to the situation requested by the teacher. Canva can be a means to bring out and grow students' creativity in the field of technology by designing their designs, adding text, adding images, or adding photos. Canva application is very easy to practice and suitable for Informatics students who want to learn simple, creative, and innovative graphic designs.

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