

The Role of Canva-Based Interactive Learning Media in Improving Elementary School Students' Learning Outcomes Through Literature Review Studies

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Abstract

This study aims to examine how the role of Canva-based interactive learning media can improve the learning outcomes of elementary school students. The use of technology in education is becoming increasingly important in today's digital age, and Canva is quickly becoming one of the most useful resources for developing dynamic and engaging teaching materials. This study selected five articles to be discussed after analyzing ten related publications using the Study Literature Review (SLR) approach. The results show that the use of Canva in learning can increase student engagement, make it easier to visualize materials, and contribute to improved learning outcomes. The findings of the analysis show that Canva-based learning materials not only interest students but also motivate them to engage in active learning, which can improve learning outcomes. This study recommends how teachers can maximize the use of Canva in elementary school teaching.

1. Introduction

In today's digital era, the use of technology in education is growing. Technology-based interactive educational media, such as educational apps, educational videos, and e-learning platforms, have become one of the innovations that have attracted attention. According to Pajarullah & Triwahyuni, 2023 states that learning media plays an important role in supporting the learning process to be more attractive to students so that students do not feel bored during learning. Among the various types of interactive learning media available, Canva has emerged as one of the platforms that can help to improve student learning outcomes, especially at the elementary school level. Using Canva not only helps the learning process to be better, but it can also encourage active student engagement in learning, which can improve student understanding and improve student learning outcomes. According to Asnawati, & Sutiah, 2023 in saying that Canva has an influence on strengthening students' understanding. Because by using Canva, in addition to being able to attract the attention of students through its colorful appearance, there are illustrations and are not monotonous. (Kurniawan et al., n.d.) (Nurhosen Nurhosen et al., 2024)

According to data from the Ministry of Education and Culture of the Republic of Indonesia, during the COVID-19 pandemic. Around 80% of schools in Indonesia have switched to online learning. In this online learning, many teachers use various interactive learning media, including Canva, which is used to deliver material in a more interesting and easy-to-understand way for students. Although this change is considered not easy, this effort is proof that education in Indonesia has flexibility and will continue to grow. (kemdikbud.go.id, 2020)

Several previous studies have shown the positive impact of interactive learning media that can improve student learning outcomes. For example, research has been conducted by stating that learning that uses technology-based interactive media, such as Canva to deliver material, can create more diverse and easier to understand learning. Students who previously looked passive have proven to be active when learning using Canva. In addition, research has been conducted by those who state that Canva media is effective in improving students' understanding and mastery of the material, as there is a significant difference between student learning outcomes before and after the implementation of Canva media. And lastly, research that has been conducted by those who state that

students will more easily understand the subject matter delivered by the teacher if the learning uses non-monotonous media, besides that non-monotonous learning media can help in presenting complex information in a more concrete form and easy to understand by students. (Khusna & Septikasari, n.d.) (Kurniawan et al., n.d.) (Nafiza et al., n.d.)

In this study, Canva is defined as a tool or means that utilizes technology used to convey information or learning materials in an interesting way. Canva is designed in such a way that students can actively interact with the material they are learning, so that Canva can make the learning process more engaging and easy to understand. With features that allow students to create visual designs such as posters and presentation slides, Canva not only makes learning more engaging, but also encourages students to enhance their creativity and also engage directly in the learning process, so that students can understand the material in depth and meaning.

The use of Canva in the learning process is expected to provide a more engaging and meaningful learning experience for students, with students being more interested in the learning process expected to improve student learning outcomes. According to learning, using Canva media will make students do more learning activities, so that students do not only listen to the explanation of the material from the teacher. However, Canva's effectiveness in improving elementary school student learning outcomes still needs to be studied more deeply. Therefore, this study is expected to answer the question: What is the role of Canva in improving the learning outcomes of elementary school students? This study aims to explore and analyze the influence of interactive learning media on student learning outcomes, as well as to provide recommendations for educators in utilizing technology in learning. (Muliani Safitri & Dedy, n.d.-a)

This research was designed to provide a deeper understanding of how Canva can be effectively implemented in elementary school learning environments. By focusing on improving student learning outcomes, this study has several objectives, namely: (1) to analyze the impact of using Canva on student learning outcomes, (2) to provide morning recommendations for educators in using Canva to improve student learning outcomes. Thus, this research is expected to provide benefits for the development of more effective and attractive learning methods for students in elementary schools, and can help educators in maximizing the use of technology in education.

2. Method

This study uses the Study Literature Review (SLR) method to examine the role of canva-based interactive learning media in improving the learning outcomes of elementary school students. The research process begins by identifying the main topic, namely the use of Canva as an effective interactive learning medium. The next step is to gather relevant literature from various sources, such as scientific journals, articles, books and research reports through Google Scholar or other academic databases. The collected literature is then filtered based on relevance to the research focus. After that, an analysis of findings from various literature was carried out to find general patterns, differences, and impacts of using canva in learning. The results of the analysis were systematically compiled to map the role of Canva in the learning process, its impact on student learning outcomes, and strategies for its use. Conclusions were drawn based on the results of the analysis to answer research questions about the role of Canva in improving the learning outcomes of elementary school students, as well as providing recommendations for educators in making optimal use of this technology.

3. Results and Discussion

Interactive learning media has an important role in supporting the improvement of student learning outcomes. One of the learning media that is widely used by teachers in today's digital era is Canva-based interactive learning media. Canva is one of the easy-to-use graphic design apps that provides a wide range of features that allow users to create designs and edit according to the user's needs. . Canva also allows users to create learning media using creative and interactive elements. However, the role of Canva-based learning media on learning outcomes still needs to be analyzed more deeply. (Geographer, 2023)

Researchers have conducted a literature review study by identifying 15 relevant articles from Google Scholar and Publish or Perish from 2020 to 2024. Of the total articles that have been found, there are 10 articles that are considered appropriate to the topic and in accordance with the focus of this research, namely the role of Canva media on the learning outcomes of elementary school students. Of the 10 articles, 5 articles were then re-selected and selected. The article selection strategies carried out by the researcher are presented in Table 1 below:

Table 1. Article Selection Strategy

No	Discussion Categories	Search Prompts	Result of Articles Obtained
1	Article search	Google Scholar & Publish or Perish	15 items
2	Relevant titles		10 items
3	Selected and discussed articles		5 items

The five articles that have been selected are analyzed and categorized according to the research focus, namely the role of Canva-based learning media on student learning outcomes. And for the part of the strategy that teachers can do in utilizing or using Canva in the learning process, it will be written in the form of a description in the next point. The selected articles are then presented in the form of Table 2. The following are the results of the analysis of the selected articles:

Table 2. The Role of Canva-Based Learning Media on Student Learning Outcomes

No	Article	Research Methods	Findings
1	Canva-Based Interactive Learning Media to Improve Elementary School Students' Conceptual Understanding (Hisam Safa'at 1* et al., 2024)	Google Scholar & Publish or Perish	Canva learning media improves students' mastery of students' initial digital literacy concepts and skills.
2	The Influence of Canva Learning Media on Students' Learning Outcomes in Understanding Biographical Texts (Pajarullah & Triwahyuni, 2023)	Experiments (Using Pretest and Posttest)	After using Canva's learning media, there was a significant improvement in the comprehension of biographical text.
3	The Effect of the Use of Canva-Based Learning Media on the Learning Outcomes of Pancasila Education for Grade V Students of State Elementary School 055981 Beruam (Nurlia & Simanungkalit, n.d.)	Quantitative (Quasi-Experiment)	Students who learned using Canva media showed a significant improvement in learning outcomes of PPKn subjects.
4	The Effect of the Use of Canva-Based Learning Media on the Learning Outcomes of Grade 3 Students of SD Negeri 2 Kayu Agung (Muliani Safitri & Dedy, n.d.-b)	Quantitative (Quasi-Experiment)	The significance score obtained indicates that Canva is effective on student learning outcomes.
5	The Effect of the Use of Canva-Based Learning Media on the Learning Outcomes of Pkn Students in Grade III of Sd Negeri I Wonokerso (Rahayu et al., n.d.)	Quasu Experiment (Using Posttest)	The results of the data analysis showed that Canva has a significant influence on student learning outcomes.

Table 2 focuses on discussions related to the influence shown from the results of experiments or literature observations that have been carried out. The five articles analyzed show Canva as an interactive and easy-to-use visual aid. Although the methods used are different, the results have a similar focus: the use of Canva-based media consistently strengthens learning outcomes and makes the learning process more meaningful.

3.1. Canva's Role in Improving Elementary School Student Learning Outcomes

Based on five articles that have been analyzed, it is known that Canva-based learning media has a positive influence on the learning outcomes of elementary school students. As listed in table 2, each article shows different forms of Canva in the learning process, but all articles show a positive impact

on improving student understanding that can affect student learning outcomes. In learning, teachers play an important role in determining the success of using Canva. Teachers are not only facilitators, but also media designers according to the look or features Canva's visual, creative, and flexible media allow teachers to develop learning materials that are fun and not monotonous. This has been proven to encourage students' enthusiasm in taking lessons and create a more participatory learning atmosphere. Using Canva can be a solution to significantly improve student learning outcomes at the primary education level.

3.2. Strategies for leveraging Canva to improve student learning outcomes

Based on the results of the study of five articles that have been analyzed, it was found that teachers' strategies in utilizing Canva learning media have an important role in improving student learning outcomes in elementary schools. Each study shows a different approach to applying Canva to the learning process, but all of them have a positive impact. First, explain that teachers can organize learning materials into visual forms such as infographics, educational images, and interactive content through Canva. Teachers also implement simple project-based learning so that students can actively participate in the learning process. (Hisam Safa'at 1 et al., 2024)

Furthermore, in research by , teachers can replace the traditional lecture method with visual media in the form of biographical text designs made through Canva. This strategy can help students to better understand the structure of the text and the content of the reading in a more interesting and easily digestible way, so that there is an increase in their learning outcomes. (Pajarullah & Triwahyuni, 2023). It was found that Canva can be used by teachers to present Pancasila Education materials, especially Pancasila values, in the form of interesting illustrations and images. This strategy is able to help change abstract concepts into more concrete, which can ultimately improve students' understanding of PPKn material, and from this understanding can improve student learning outcomes. (Nurlia & Simanungkalit , n.d.)

Meanwhile, it shows that teachers can compose visual presentations with images and symbols using Canva to explain the material. The visual display is designed in such a way as to focus students' attention and increase understanding of the information conveyed, as well as encourage student interaction during the learning process. (Safitri & Dedy Factory, n.d.-b). Finally, develop a strategy by converting Pancasila values into visual content such as posters, animated presentations, and digital comics using Canva. In addition, teachers can also encourage active student participation through discussion activities using visual materials, as well as direct observation and demonstration of understanding. (Rahayu et al., n.d.). Overall, the strategies used show that Canva's media can not only support the process of delivering material, but can also strengthen students' active involvement in the learning process. As such, Canva can be relied upon as a learning medium that fits the needs of 21st-century education.

3.3. Conclusion

Based on the results of the literature review of the five articles that have been analyzed, it can be concluded that Canva-based interactive learning media has a role in improving the learning outcomes of elementary school students. Canva not only serves as an attractive visual aid, but Canva is also able to change the learning atmosphere to be more fun and meaningful. With interactive features, Canva encourages students to actively engage in learning, understand the material well, and improve student learning outcomes. Teachers' strategies in using Canva are also diverse, ranging from compiling visual materials, changing the lecture method to using graphic media, and inviting students to create their own content or works.

The role of teachers is critical in designing and directing the use of Canva to fit student characteristics and learning goals. Therefore, Canva can be an effective solution to support a creative, adaptive and student-centered 21st-century education. It is hoped that the findings in this article can be a reference for educators to make optimal use of technology to improve the quality of learning in elementary schools..

Author Contributions

Abit Irfan is responsible for formulating the initial research idea (conceptualization), compiling the methodology used in this literature study, and collecting and selecting data from various relevant literature sources. In addition, Abit Irfan also wrote the initial draft of the article manuscript based on the results of the literature analysis.

Candra Utama acted as the main supervisor in the implementation of the research. He provided overall supervision, validated the results of the analysis, and contributed to the review and final editing of the manuscript before it was submitted for publication.

Both authors contributed equally to the overall process of research and writing this article. All authors have read and approved the final manuscript prepared for publication.

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