



UTILIZING CANVA-BASED LEARNING VIDEOS TO INCREASE STUDENTS' INTEREST IN LEARNING ON PRE- HISTORIC MATERIALS AT SMPN 4 MEUKEK ACEH SELATAN DISTRICT

Resijan¹, Siti Mayang sari², Akmaluddin³, Syarfuni⁴
¹²³⁴Universitas Bina Bangsa Getsempena, Banda Aceh, Indonesia

* Corresponding email: resyjan.84@gmail.com

ABSTRACT

In increasing student interest in learning in the teaching and learning process, it can be done in various ways, one of which is by using and utilizing the results of technology. One of the results of technology that is interesting and effective and easy to use is to use learning videos through the Canva application. The research method in writing this research uses an approach, namely a qualitative descriptive approach. The purpose of the study is to determine the use of learning videos using Canva to increase students' interest in prehistoric material. Video learning is a strategy or learning method to deliver content or material using video media in the teaching and learning process. Canva is an application that is present in the crowded world of technology. This application is an online design program that provides a variety of tools including presentations, resumes, posters, pamphlets, brochures, graphics, infographics, banners, and other types available in the Canva application. Student interest in pre-historic material can be increased by utilizing learning videos. A clear display and attractive visuals in learning videos will overcome boredom and dislike for complex material. The use of Canva as a tool to create learning videos has been effective in increasing student interest in learning. The app's ease of use, with a large selection of templates and attractive design elements, can help teachers create engaging and high-quality learning content.

Keywords: *Learning Videos, Canva, Learning Interests*

INTRODUCTION

Education is an absolutely necessary thing and cannot be separated from human life, through education humans can change their behavior and can develop from a situation to a better state in the sense of heading towards maturity. Education is one of the important things in forming people who are insightful and knowledgeable, independent, creative and innovative and humans will think more critically. According to Law No. 20 of 2003 Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, nation, and State.

Education is the gateway to insightful life success. Education is not only seen as an effort to collect information and build skills, but is expanded to include efforts to realize individual desires and abilities or one's achievements in creativity and innovation (S. M. Sari et al., 2020). To realize creative and innovative education, a learning process is needed that fosters students' interest in learning (Mayang et al., 2019). Student interest in learning has a very important role in achieving the success of the teaching and learning process. Interest is basically a special concern (R. Rahmatullah et al., 2020). Students who take an interest in a subject, their attention will be higher and their interest serves as a strong impetus to be actively involved in learning activities, (S. L. Sari & Kasiyati, 2019). But there are also obstacles and challenges in increasing students' interest in learning, namely in the teaching and learning process with Pre-History material.

Prehistoric material is essential material in learning about events in the past about human civilization before knowing writing. Students always have difficulty in understanding and studying this material well. This can certainly have a negative impact on students' interest in learning and will also reduce motivation to learn. In increasing student interest in learning in the teaching and learning process, it can be done in various ways, one of which is by using and utilizing the results of technology. One of the results of technology that is interesting and effective and easy to use is to use learning videos through the Canva application (Downes, 2017). By using learning videos through the Canva application on prehistoric material, of course, it is hoped that students' interest in learning will continue to be increased (R. Rahmatullah et al., 2020). The role

of teachers in maximizing the potential of this technology is very important (Yusniza Binti Mohamad Yusof, 2019). Teachers must be able to integrate learning videos well in the learning process, make the videos an effective tool in delivering material and encourage discussion and reflection in the classroom.

METHODS

The research method in writing this research uses an approach, namely a qualitative descriptive approach. This type of qualitative descriptive data analysis technique is a research method that utilizes qualitative data and is described descriptively. The qualitative descriptive approach is used because the data displayed are factual data that actually occurred during the research. The purpose of the study is to determine the use of learning videos using Canva to increase students' interest in prehistoric material.

RESULTS AND DISCUSSION

A. Learning Video

Video learning is a strategy or learning method to deliver content or material using video media in the teaching and learning process. Videos are used as a tool to convey information and communicate material to students that illustrates concepts, and explains certain topics to students. According to (Ammy & Wahyuni, 2020). Video learning can be interpreted as a tool or facility that is made in such a way as to be interesting and still guided by the curriculum that is being used or applicable at that time in its development, by applying systematic learning methods, so that students can better understand and understand and can observe the material delivered by educators easily (Mayang et al., 2021). The ability of videos can present information, explain processes, explain complex concepts, teach skills, abbreviate or extend time and can affect attitudes (Yuanta, 2020). Learning video media is an audio-visual based learning media that contains the elaboration of material presented with interesting images or animations along with the sound used to explain the material clearly and concisely, (S. M. Sari et al., 2020).

B. Canva Application

The Canva application is an application produced by the development of science and technology. Canva application is very popular and easy to use and free. Canva can be easily accessed by teachers and students using belajar.id accounts via web-based desktop devices. As a technology-based application, Canva provides a learning space for each teacher to carry out a learning by relying on learning media, one of which is the Canva application. Media that

provides more attractive templates to attract students' interest in the learning process (Purba & Harahap, 2022).

Canva makes it easier for teachers and students to carry out technology-based learning processes, skills, creativity, and other benefits, this is because the design results using Canva are able to increase student interest in learning activities and increase student motivation by presenting teaching materials and materials interestingly (Purba & Harahap, 2022). Canva is an application that is present in the crowded world of technology. This application is an online design program that provides various tools including presentations, resumes, posters, pamphlets, brochures, graphics, infographics, banners, and other types available in the Canva application (Nugraha & Praramdana, 2022).

In the opinion above, it can be concluded that Canva is an application that makes it easier for teachers and students to create, design learning videos that have many templates and provide various kinds of tools in designing. The results of learning videos can be used as an interesting learning medium and increase student interest in learning. The steps for using the Canva application, both using laptops and devices, according to (Tri Wulandari & Adam Mudinillah, 2022).

- 1) Download the Canva application through the Playstore for device users or open Canva through the official Canva website, that is, https://www.canva.com/id_id/ for laptop users.
- 2) Create a Canva account, account creation can be done using Facebook, Google or Gmail accounts.
- 3) Create designs through Canva, making designs tailored to your needs, with the help of templates teachers can use Canva easily and can change elements, fonts, or images according to needs. And there are various features that are easy to apply with a simple appearance so as not to make it difficult for users.
- 4) Save the design results from Canva, after the design is complete, the last step is to save the design that has been made. How to save the design simply by clicking the down arrow in the upper right corner and the design will be saved in the gallery or storage file.

C. Learning Interest

Student interest in learning is a sense of interest that arises in students when participating in learning activities or activities so that satisfactory results can be achieved by students, (Zebua & Harefa, 2022). Interest will arise when getting stimulation from outside. So that the tendency to feel interested in a field is sedentary and feels happy when he is actively involved in it. Although this

feeling of pleasure arises from the environment or comes from an object of interest. (Charli et al., 2019). Interest in learning is an attitude of obedience in following the learning process, both regarding planning a study schedule and the desire in oneself to make the effort seriously in learning, (Andriani & Rasto, 2019).

From the above opinion, it can be concluded that interest in learning is an action carried out by someone who is more to the tendency or interest of someone in learning activities or knowledge in a particular material or topic. A strong interest in learning tends to encourage someone to be more enthusiastic in acquiring knowledge, trying to understand the concepts taught, and willing to spend more time and effort to explore the material studied. Conversely, if a person has a weak interest in learning or less interest in a field, then the learning process can be less enjoyable and it may be difficult to maintain motivation in learning. This interest in learning is personal and varies from one individual to another. Interest in learning can be influenced by a variety of factors, such as previous experience, talent, environment, and motivation. As explained by (Rina Dwi Muliani & Arusman, 2022) Factors that influence students' interest in learning consist of internal and external factors. Internal factors are factors that come from within a student, such as being happy and active when following the learning process is a form of interest in learning because of the students' own desires without any encouragement from others. External factors are factors that are influenced from outside, for example factors from parental support, and the surrounding environment

Teaching and learning activities by utilizing learning videos at SMP Negeri 4 Meukek, South Aceh Regency have a positive impact on students in learning and student learning interests. Learning videos using Canva can have a very good influence on student learning. With the effectiveness and youth in using the Canva application, several studies have been found on the effectiveness of using learning videos using Canva in increasing student interest in learning. As the results of research conducted by (Purba & Harahap, 2022), namely through this canva media, students are also motivated to follow learning, so that they can foster students' enthusiasm and creativity in learning, so that students do not feel bored with the material delivered by educators. Furthermore (I. Rahmatullah & Teri, 2020), conducted a research entitled Canva application-based audio-visual development media and the results are one of the factors that greatly determine the success of the learning process is how the media used is designed attractively so that students' attention focuses on the material presented. The Canva application used in designing learning media is very appropriate, because it contains templates that can be used to design material content attractively, as has been developed in this study.

Then the results of the research (Amini & Pujiharti, 2021), namely the Validity of Canva-based Learning Video Media Products, obtained data results of 1540 and a score of 77 included in the feasible and valid category to develop students' interest in learning in grade VIII of Tholabie Islamic Boarding School Junior High School. The results of research conducted by (Hapsari & Zulherman, 2021) with the title Development of Canva Application-Based Animated Video Media to Increase Student Motivation and Learning Achievement, namely: Based on the N-Gain score, data was obtained as many as 6 students increased in the "High" category and as many as 11 students experienced an increase in the "Medium" category. While the learning outcomes that fall into the stable category are 3 students and 6 students who get perfect scores on the pretest-posttest. Overall, the average improvement in learning outcomes was 0.56%, which falls into the "Moderate" category. So it can be concluded that Canva application-based animation video media can increase student motivation and achievement.

(Permata Puspita Hapsari & Zulherman, 2021) also conducted an analysis entitled Analysis of the Needs of Canva Application-Based Animation Video Media Development in Science Learning. With the results of the study, the use of video-based learning media is very important in supporting the implementation of the learning process. In the results of the analysis that students are very interested and need to use Canva application-based animated video media. Based on the explanation above, it shows that it is very necessary to develop Canva application-based animation video media in the science learning process.

Figure: Learning Based Vanva Animation Videos



From the results of research from several researchers above, the results obtained from the results of research at SMP Negeri 4 Meukek about the use of learning videos using Canva to increase student interest in pre-history material at SMPN 4 Meukek South Aceh Regency, there is an increase in student interest in learning during the learning process by using learning videos through the Canva application on prehistoric material. It can be seen that there is student interest in the teaching and learning process.

CONCLUSION

Student interest in pre-historic material can be increased by utilizing learning videos. A clear display and attractive visuals in learning videos will overcome boredom and dislike for complex material. The use of Canva as a tool to create learning videos has been effective in increasing student interest in learning. The app's ease of use, with a large selection of templates and attractive design elements, can help teachers create engaging, high-quality learning content. With students' increased interest in learning, improvements in understanding and mastery of pre-historic material can be achieved. Students may be more eager to understand historical context and its relevance in everyday life. Based on research findings, it can be recommended that the video learning approach through the Canva application be often used in the learning process for materials that are complex or less interesting to students.

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