

## LITERATURE REVIEW: APPLICATION OF CANVA-BASED INTERACTIVE LEARNING MEDIA TO IMPROVE READING LITERACY

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**Abstract:** Low student literacy can be caused by students' lack of interest in reading, facilities and infrastructure, an unsupportive environment, and the influence of technology. Literacy activities should be implemented in all schools and educational institutions to increase students' interest in good literacy skills. This research aims to analyze the application of Canva-based interactive learning media in increasing students' reading literacy through the literature review method. The study was carried out by collecting and analyzing relevant literature from various sources, such as scientific journals, books and research reports. The main focus is to identify the advantages of Canva-based media in interactive learning and its influence on students' reading literacy. The results of the study show that Canva-based learning media has a positive impact in increasing students' interest and reading ability through the presentation of interesting material, such as interactive visuals, animation and multimedia elements. Apart from that, this media also supports independent and collaborative learning because it is easy to access and flexible to use. Based on the results of the analysis of several literatures, it can be concluded that Canva-based learning media has significant potential in supporting the development of students' reading literacy effectively.

**Keywords:** *Interactive Learning Media, Canva, Reading Literacy*

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### INTRODUCTION

Technological developments have a significant impact on various aspects of life, including the world of education. One of the main challenges in education is the low level of literacy. The existence of technology can have positive and negative impacts. One of the positive impacts of technology is as a medium for delivering information, both used in the world of education and in the surrounding environment. The positive aspect used in the world of education is as an interactive learning medium. The negative impact of technology is on mental and physical health. When someone is only exposed to digital, their eyes will get tired easily and this can lead to an addiction to digital. Therefore, it is necessary to use technology optimally according to needs. So technology needs to be used or applied in every institution or school.

Conventional one-way learning media is still not optimal in overcoming problems in schools. Therefore, new innovations are needed in conveying material and information to students so that students no longer only focus on listening to what the teacher says. Thus, teachers must be creative and innovative in choosing and using learning media. The aim is to stimulate students' interest in learning to increase. With the media used by teachers, students no longer only listen to what the teacher says, but students can also listen and interact indirectly with technology. Teachers must know in advance the problems that occur to these students, so they need to consider which media are appropriate to use and provide solutions to existing

problems. Teachers must test several learning media platforms for comparison before using them.

The current problem is the low reading literacy of students which is caused by several factors, such as lack of access to books and reading sources, lack of reading skills, the influence of social media technology and less than optimal quality of education. One must be more self-introspective, because these fear factors are within us. Therefore, the solution to avoid low interest in reading literacy requires support from the family environment and the quality of education must be carried out optimally so that literacy culture in Indonesia improves more than in previous years.

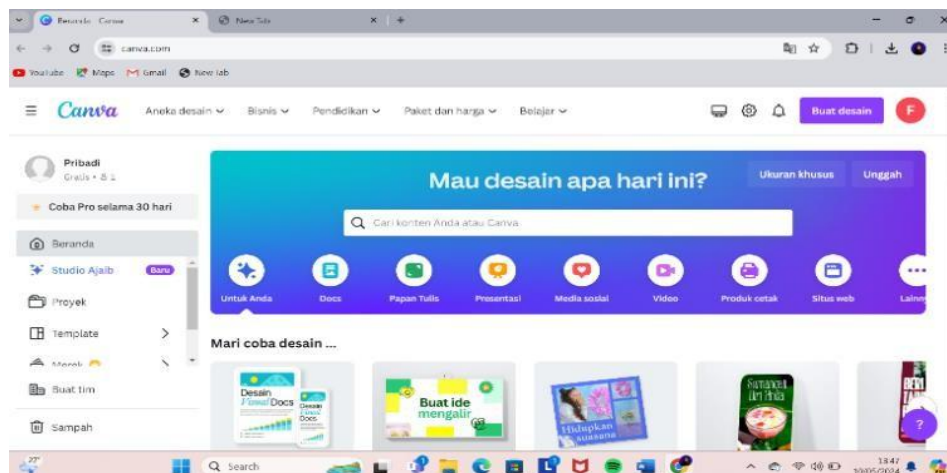
Literacy comes from the English language literacy which means someone who learns. Literacy is basically a person's ability to read and write skills (Komalasari & Riani, 2023). Literacy skills are not limited to the ability to read and write. With technological developments, literacy is also associated with scientific, information and technological literacy. In essence, a person's ability to read and write is the main basis for developing the meaning of literacy more broadly. Reading literacy is the ability to understand, analyze and interpret texts well, which is an important basis for mastering various subjects. However, based on existing research, the level of reading literacy in Indonesia is still relatively low, which has an impact on students' ability to understand subject matter and think critically. In the context of literacy skills, survey results published by the Organization for Economic Co-operation and Development (OECD) in 2019, based on the Program for International Student Assessment (PISA), revealed that Indonesia was ranked 62nd out of 70 countries, which means that Indonesia is included in the bottom 10 countries with low literacy levels (Fitroh et al., 2024).

As technology develops, a reading literacy culture is also needed. In education, literacy culture is very necessary for students because it can support knowledge in mastering all subjects at school. The existence of literacy really helps teachers in interacting with students indirectly. Therefore, teachers must be creative in using learning media so they can increase digital and non-digital reading literacy. Digital literacy also provides other benefits to students, such as students being able to connect at any time with teachers and fellow students and wherever students are (Alkatiri, 2024). To increase literacy, researchers will use the Canva platform as an interactive learning medium to stimulate students to want to read. Students' interest in reading tends to increase when they are given visually attractive learning material. Research shows that the use of interactive media can increase students' interest in learning, because the material presented is easier to remember and understand. By using Canva, teachers can utilize more dynamic and creative visualizations. According to (Desi Milasari et al., 2024) stated that learning media includes physical tools used to convey the content of teaching material, which consists of books, recorders, cassettes, video cameras, video recorders, films, slides (picture frames), photos, pictures, graphics, television and computers.

Reading literacy is something that leads to a person's ability and skills in reading, and solving problems at a certain level of expertise needed in everyday life (Abidin, 2020). Literacy also teaches students how to communicate well with other people. Therefore, literacy activities should be implemented in all schools and educational institutions to increase students' interest in good literacy skills. Through literacy activities, people obtain information from written words. And reading doesn't have to focus on text or books, it can also be through digital media, audio and video, as well as emoji symbols. Reading comprehension is an important asset for students' personal development, so it is cultivated from an early age. Literacy is an important foundation in education because it provides a foundation for students to understand content, think critically,

and develop communication skills. In the era of globalization, literacy challenges are becoming increasingly important due to the rapid development of information. However, there are still problems related to the reading and writing levels of Indonesian students that require attention. Good reading comprehension not only improves understanding of topics, but also builds character and critical thinking. Therefore, everyone must realize that the importance of reading is very important, especially in the field of education. Many factors influence students' reading literacy abilities, one of which is the teacher's ability to manage reading literacy learning (Mukhlis, 2024).

Low student literacy can be caused by students' lack of interest in reading, facilities and infrastructure, an unsupportive environment, and the influence of technology. more innovative efforts to improve students' reading literacy. One way that can be done is by utilizing technology in the learning process, namely by using digital-based interactive learning media. One platform that is currently quite popular and easy to access is Canva. Therefore, researchers will use Canva learning media as a means to increase student literacy. Canva is an online-based design application or software or platform that can be obtained for free by accessing the Play Store or accessing the Canva website directly from (Pratama et al., 2023). Applications are software created by humans to make it easier for users, including the Canva application. Canva is a web-based design platform that can also be downloaded on the Android system (Aryanto Nur, 2024). This platform allows teachers to create presentations, infographics and learning modules with an attractive visual appearance. Apart from being easy to use, Canva also offers various templates and interactive tools that can help teachers organize material creatively. With an attractive visual appearance, it is hoped that the lesson material presented through Canva will be easier for students to understand, while increasing their interest in learning. However, this is not an obstacle for users, because many features can be accessed for free.



**Figure.1 Canva Application Main Menu via web (Anissa & Limbong, 2024)**

## METHOD

This research uses a literature review study method. Literature review is a concept and classifies facts from research that has been carried out previously (Aprilia et al., 2024). Literature Review aims to obtain a theoretical basis to support problem solving. A study is carried out through comprehensive research and interpretation of literature relevant to a particular topic. In this study, research questions were identified by examining and analyzing related literature using a systematic approach to carry out simple data analysis. The articles used are focused on original

empirical research which contains real observation results, complete with abstract, introduction, methods, results and discussion of the research. Literature reviews use a comprehensive search strategy through databases such as Scopus, ScienceDirect, Ebsco Host, and Pubmed to find articles that are relevant to the research topic (Priastana & Nurmalisyah, 2020). In this literature review article, the author conducted a search through databases sourced from scholars. This research conducted a systematic literature review to produce a model for evaluating information systems at universities. The data collection and analysis process was carried out using a structured approach, reflecting a simple way to analyze data (Ripanti, 2020).

The following are several stages of research using the literature review method, namely; This research explains the stages in a systematic literature review, namely data collection, data reduction, data display, discussion and conclusions. Although the main focus is on mathematics learning models, the methods used can be applied to the study of interactive learning media such as Canva (Widiastuti et al., 2023). According to several experts, there are several characteristics of articles using the literature review method, including: This article examines the use of Canva learning media in a learning context. In this research, the author explains the characteristics of articles based on literature reviews, such as focus on learning outcomes, clear methodology, and systematic data analysis. This research also shows how interactive media can improve students' understanding of lesson material (Amalia et al., 2024).

## **RESULT**

The results of the literature review through the database on Google Scholar using the keywords "Canva-based interactive learning media" obtained 10,300 journals with a distance ranging from 2020 to now. Then the journals were selected so that there were 15 journals that were considered relevant to these variables. The results of the review of 15 journals can be categorized into 14 journals categorized as students and 1 journal categorized as students. So after collecting and analyzing several journals, it was found that in 15 of these journals it was stated that the application of Canva-based interactive learning media was very effective and easy for everyone to use, both in the world of education and offices. Canva can be considered to provide many benefits in the world of education in order to stimulate students to be more active and collaborate with teachers through this media.

## **DISCUSSION**

According to Sari & Pratikto, (2022) it is more effective to use interactive learning media to improve learning outcomes than learning in classes that do not use interactive learning media. With Canva-based interactive learning media, it really provides a solution for teachers to be able to improve critical thinking and increase reading literacy for students. Based on the results of research from Baiti & Hanifah, (2022) that serial image media is one of the media that can be developed to attract children's attention in recognizing the letters of a reading or understanding the content of a reading, so Canva has been widely proven to be a very effective learning media. As stated by (Hafizah & Samosir, 2023) that interactive learning media based on the Canva application is valid (fit for use), practical and effective, and can improve students' mathematical problem solving abilities. The results obtained by students using Canva-based interactive learning media compared to those who did not use Canva-based media, students preferred using Canva-based interactive learning media.

The feasibility of using this media was also pointed out by Aulia et al., (2023) that there was a difference in the average initial reading ability of students between those who used Canva-

based interactive multimedia and students who used print media. Thus, Canva-based learning media has a very significant influence on improving students' reading literacy. Andreansyah et al., (2023) show that Canva-based interactive learning media has the potential to improve the quality of the learning process by increasing student engagement in class, in addition to improving student cognitive learning outcomes. With Canva media, it is a solution for teachers to streamline their time in teaching and learning activities. Nugraha et al.,(2023) suggest being able to integrate the use of Canva-based interactive media into the learning curriculum. Because Canva is considered capable as a medium that can be a solution in overcoming problems in schools. In a journal researched by Nurhosen Nurhosen et al., (2024) stated that the integration of Canva technology in innovative learning models had a significant positive impact. However, there are some researchers who say that Canva also has weaknesses. Based on what is explained by Anissa & Limbong, (2024) with all its advantages and disadvantages, this media certainly has weaknesses, one of which is problems regarding network connections. Therefore, when using the Canva application, you must first connect to the internet network. Although there are some challenges in implementing it, with the right support and resources, Canva can be an invaluable tool in increasing student motivation and learning outcomes (herwinsyah, 2024). However, these obstacles do not become a barrier to other users or researchers. This application was also carried out by Rohaeti, (2024) who stated that using Canva could also be useful in improving the literacy habits of lower class students. Apart from conveying information, Canva can also design various interesting media.

One of the media designed by Hasanah, (2024) is an illustrated story book using the Canva application to improve students' reading literacy skills. For this reason, researchers Arikarani, (2024) stated that one of the purposes of using learning media is as a teaching tool to make it easier to convey messages or learning materials effectively, innovatively and enjoyable for students. This is the basis for every researcher in using Canva media. Therefore, Liberkat Solomasi Hulu, (2024). said that using the Canva application in the world of education means that students can be directed to master new skills related to technology and internet development as well as students' visual literacy in learning. Direct collaboration with technology is one effort to improve students' reading literacy. Learning media is achieved if the teacher is able to use learning media and the majority of students give a positive response (Takwin et al., 2024). There is a lot of feedback from users, which is a benchmark for the effectiveness of using this media. Therefore, Hamda & Azima, (2024)) recommend that further research involve more research subjects and expand the scope of learning material to measure the impact more comprehensively.

## CONCLUSION

The conclusion from this literature review article is that the use of Canva-based learning media has great potential to improve reading comprehension, especially in the current digital era. With its attractive design and interactive approach, Canva helps create a more effective and enjoyable learning experience for students. However, successful implementation depends on the teacher's ability to design open materials and students' willingness to adapt to technology. Therefore, teachers should receive training and support from the right institutions in order to optimize the use of this media in the learning process.

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