



# The Effectiveness of Canva Media on Learning Outcomes in English for The Food and Drink Material for Grade 5 of SDN 13 Rantau Bayur

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**Abstract.** English is considered a universal language because it is used as the main language by many countries around the world. The use of Canva media in English learning is necessary so that students are better able to master the material being delivered and so that learning activities become more interactive. The aim of this research is to review theories related to the utilization of Canva in English learning, particularly on the topic of food and beverages for fifth-grade elementary school students. The research process was carried out through several stages, namely: (1) designing the topics to be discussed, (2) collecting literature sources relevant to the topic, and (3) extracting data from these sources as the basis for preparing the discussion and drawing conclusions.

**Keywords:** Canva Media, drawing, English

## 1. INTRODUCTION

The rapid advancement of technology has triggered transformations in various aspects of life, including the field of education. These developments require society to adapt and align with the dynamics of change. The progress of science and technology (IPTEK) drives changes that affect various sectors of life, including education. Today, the development of learning media is no longer limited to objects that are easily found in daily life, but also utilizes digital tools (Tri Wulandari & Adam Mudinillah, 2022). This technological integration enables the delivery of material to be more varied, visual, and contextual, thereby increasing student engagement, enriching the learning experience, and providing access to knowledge without the limitations of space and time. As a result, educators are required to continuously develop their digital literacy competencies.

In reality, many students still experience difficulties in mastering English comprehensively, so learning outcomes have not yet reached optimal results (Sartika et al., 2022). The causes are varied, ranging from a lack of motivation due to perceiving English as difficult to understand, limited access to engaging and contextual learning resources, to teaching methods that are not yet fully effective in addressing the challenges of learning a foreign language. These negative perceptions often make students feel anxious and lack confidence, which impacts their low interest and engagement during the learning process. Therefore, it is important for educators to develop learning media that are more creative,

enjoyable, and relevant to students' needs in order to change these perceptions and help them master English more effectively.

From the explanation above, it can be stated that Canva can support 21st-century learning, especially in English lessons on the topic of food and drink for fifth-grade elementary students. By utilizing Canva, students will be more interested and find it easier to master English learning. The objective of this research activity is to determine The Effectiveness of Canva Media on Learning Outcomes in English for the Food and Drink Material for Grade 5 of SDN 13 Rantau Bayur.

## **2. THEORETICAL STUDY**

English plays a central role in nearly every area of modern life—from scientific publications that drive research advancements, multinational business transactions that support economic growth, to diplomacy, digital technology, and the flow of popular culture that shapes global public opinion. This underscores the importance of teaching strategies that emphasize global context relevance, enabling teachers to design instructional materials that not only develop linguistic skills but also foster awareness of the potential of English as a key to active participation in the international knowledge economy and society (Chamidah, 2022). Mastery of this language has proven to provide a competitive advantage: individuals proficient in English have broader access to the latest scientific literature, scholarship opportunities, and advanced studies at prestigious universities, as well as higher cross-country career mobility.

The use of learning media supports teachers in delivering material more efficiently, fostering students' learning interest, and making it easier for them to recall lessons that have been taught (Magdalena et al., 2021). One of the determinants of the quality of the teaching and learning process is how interesting and well-structured the media used are. The quality of learning media, in terms of visual appeal, content integration, and systematic organization, is an important factor that determines the success of the teaching and learning process. Therefore, the development and selection of appropriate media must be a primary concern for educators in order to create a conducive learning environment and significantly improve student learning outcomes.

Canva is a free, online graphic design platform that offers a variety of templates, visual elements, and intuitive editing tools, making it easy for both beginners and professionals to create visual materials such as posters, presentations, infographics, and social media content (Sihombing et al., 2024). Canva is an online design platform that

offers various tools to create a wide range of content, such as presentations, resumes, posters, pamphlets, brochures, graphics, infographics, banners, bookmarks, newsletters, and more, all available within the application (Alfian et al., 2024). Canva is an online-based graphic design application that makes it easy for beginners to create, design, or edit various types of designs, such as greeting cards, posters, brochures, infographics, and presentations (Widayanti et al., 2021). Based on the explanation above, it can be concluded that Canva is an easily accessible and user-friendly online graphic design platform that provides various tools and templates, enabling both beginners and professionals to create diverse visual materials practically and efficiently.

### **3. RESEARCH METHODS**

This study adopts a qualitative approach using the literature review method, which is a conceptual approach to analyze and categorize data based on previous research findings from relevant reference sources. The purpose of this study is to examine theories closely related to the use of Canva in English learning, specifically on the topic of food and beverages for fifth-grade students. The research process involves several stages, namely: (1) designing the topic to be discussed, (2) searching for relevant literature sources related to the topic, and (3) collecting data from these sources, which are then used as the basis for preparing the discussion and drawing conclusions.

### **4. RESULTS AND DISCUSSION**

#### **English Learning**

English is considered a universal language because it is used by many countries around the world as their primary language. Moreover, it is also one of the important international languages that must be mastered or learned. Several countries, especially former British colonies, have made English the second language that must be mastered after their mother tongue (Byslina Maduwu, 2016). According to Harmer (Mulyani et al., 2023, p. 13), English language learning does not only focus on mastering grammar and vocabulary but also involves developing contextual and authentic communication skills so that students are able to use the language in real-life situations. Thus, learning English is a structured process to train the skills of listening, speaking, reading, and writing so that learners can communicate effectively using English.

Amid the rapid pace of technology in today's era of globalization, mastering English has become increasingly important to face the challenges of the times. English

learning aims to equip learners to communicate effectively, both orally and in writing (Andika & Mardiana, 2023). Consequently, they can understand conversations, letters, articles, and other texts in English, as well as express ideas fluently without barriers. In short, when engaged in interaction, proficient learners will be able to understand each other—a key characteristic of a competent language user.

Learning English is crucial because it functions as a bridge for global communication in science, business, diplomacy, and technology; mastery of the language opens direct access to the latest literature, the best educational resources, as well as scholarship and international career opportunities. Besides enhancing an individual's competitiveness in the multinational job market, English proficiency also fosters self-confidence, critical thinking skills, and cross-cultural insights necessary for collaboration in diverse societies. In the academic environment, the ability to read and write in English enables students to keep up with the latest research developments and contribute to scientific publications, while oral proficiency supports participation in conferences and student exchanges. In other words, learning English is not merely about studying vocabulary and grammar, but a strategic investment that broadens knowledge horizons, drives socio-economic mobility, and prepares individuals to become adaptive and competent global citizens in the information age.

## **Canva**

Canva is an online design platform that provides a variety of tools to create various types of content, ranging from presentations, résumés, posters, pamphlets, brochures, graphics, infographics, banners, bookmarks, to bulletins—all accessible directly through its application (Alfian et al., 2024). Canva is one of the applications that can be used to design learning media (Junaedi, 2021). Canva functions as a “one-stop online graphic design tool” because within a single platform, users can easily create diverse visual materials—from promotional posters and informative infographics to attractive presentation slides—without needing a professional design background or expertise. Its drag-and-drop interface, thousands of ready-to-use templates, and extensive collections of icons, photos, and fonts allow anyone to quickly and intuitively arrange creative content while customizing colors, layouts, and graphic elements so that the final results look like the work of experienced designers (Friska et al., 2023). Based on the description above, it can be concluded that Canva is an online graphic design

platform that provides templates and drag-and-drop tools to create various visual materials quickly and easily.

Besides being used as a tool for creating learning media, Canva can also produce various types of designs. The diverse features of Canva that support the learning process (Handayani Parinduri, 2023) include: 1) creating interactive presentations similar to PowerPoint; 2) making banners for various purposes, such as bulletin boards, duty rosters, or class schedules; 3) editing videos ready to be uploaded to various social media platforms; 4) designing promotional and publication materials, including posters, flyers, brochures, advertisements, postcards, business cards, newsletters, and invoices; and 5) producing infographics, concept maps, mind maps, photo collages, virtual backgrounds, calendars, worksheets, planners, as well as wallpapers or device backgrounds.

The use of Canva in learning enables teachers and students to create attractive and interactive visual materials without requiring professional design skills, making the delivery of concepts clearer and more enjoyable. In addition to enriching the variety of teaching methods, Canva supports students' digital literacy, instills 21st-century skills such as visual communication, creativity, and problem-solving, and allows for the online distribution of materials so they can be accessed anytime and anywhere.

### **The Use of Canva Media on Learning Outcomes in English for the Food and Drink Material for Grade 5**

Canva has become a highly effective tool in English language learning due to its ability to provide various easy-to-use design features for creating engaging and interactive learning materials. With Canva, teachers can present content such as posters, infographics, vocabulary cards, and presentations that help students understand language concepts visually and contextually. The use of this medium not only increases students' interest in learning but also strengthens their understanding through clear and creative visualizations. In addition, Canva allows students to actively engage in the learning process by creating their own design projects, so that their language skills and digital creativity develop simultaneously. Thanks to its flexibility and ease of access, Canva is a valuable resource for both teachers and students.

In line with research conducted by Rais & Zulfa (2024), the use of Canva makes it easier to create visual media that is contextual and easy to understand, which is very useful in explaining vocabulary and sentences related to the theme of food and beverages in elementary school-level English learning. The visualization helps students remember

and associate words and sentence structures in contexts that are real and relevant to their daily lives. This is especially important for elementary school students who still need visual stimulation to more easily grasp foreign language concepts being learned. Thus, Canva is a very useful tool in supporting more effective English learning.

Consistent with research conducted by Sartika et al. (2022), utilizing sentence combining strategies and technology integration through the Canva application in the English writing learning process has proven to be very effective in improving students' writing skills. When this strategy is combined with the use of technology, especially the Canva application, the writing learning process becomes more interesting and interactive. Canva allows students to not only write but also organize ideas and present their writing in attractive visual formats such as posters, infographics, or digital presentations. This combination of traditional methods with digital media increases student motivation, deepens understanding of grammar, and makes it easier for them to connect sentences effectively. Thus, the integration of sentence combining and Canva technology can significantly improve the quality and creativity of student writing in English learning.

The use of Canva in English language learning, especially in the material of food and beverages for 5th-grade students, provides great benefits in increasing student engagement and understanding. With easy-to-use features such as poster templates, infographics, and interactive presentations, teachers can present vocabulary and conversation material about food and beverages in an attractive and visual way. Media created using Canva help students recognize new terms and understand the context of their use more realistically and enjoyably. In addition, Canva allows students to actively participate by creating their own design projects, such as creating food menus or campaign posters about healthy eating patterns, which simultaneously trains their English skills and creativity. This approach not only enriches the learning experience but also builds digital literacy skills that are important in the modern era. Thus, Canva is an effective and innovative tool in supporting English language learning of food and beverage material at the elementary school level.

## **5. CONCLUSION AND SUGGESTIONS**

Learning English has become increasingly important in the era of globalization, as it serves as an international language of communication that opens access to knowledge, educational opportunities, and global careers. Mastery of English involves not only

grammar and vocabulary, but also contextual and authentic communication skills. Canva, as an easy-to-use online graphic design platform, supports the learning process by providing engaging and interactive visual media, especially for English lessons on food and beverages at the elementary school level. The use of Canva enhances students' motivation, vocabulary comprehension, and creativity, while also fostering essential digital literacy skills for the 21st century. Therefore, integrating technology such as Canva into English language learning is an effective solution for creating an enjoyable and meaningful learning experience.

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