Learning advertising text using Canva media at junior high school

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Abstract

This research aims to describe the use of Canva media in Indonesian language learning, especially advertising text materials, slogans, and posters for eighth-grade students of junior high school. This research used a descriptive qualitative method to figure out how the use of Canva could impact on the students' performance during the classroom session. The subjects in this research were 32 eighth-grade students at SMP Negeri 5 Yogyakarta, a public junior high school located in Yogyakarta, Indonesia. The findings provides the insights that the use of Canva media in learning advertising texts, slogans, and posters can improve the students' learning outcomes, thinking skills, and their ability to master digital technology at the learning.

Keywords: advertisement text, Canva, digital learning media

INTRODUCTION

Students nowadays are very familiar with technology. The students' motivation in learning will arise, one of which is through the use of technology. Students will be shown learning media with new media that will experience the nuances of digital learning that they find in the current modern era (Nikmah & Andriani, 2023). This topic was taken to provide solutions to classroom learning. Canva media provides features that attract students' learning interests. Students in the learning process have a communication process. This communication process is a step to convey the information that students will learn.

The world of education today cannot be separated from technological developments. Starting from media, learning support tools, and even practice questions are carried out in an application or *website.* Teachers are required to be more creative in developing media and learning methods by utilizing today's various technologies. Learning activities nowadays are accompanied by advances in technology, so teachers at all school levels must prepare themselves to be able to use existing technology. Schools must also provide learning tools that meet appropriateness standards so that learning activities can be executed by teachers as creatively as possible in utilizing digital technology to advance the world of education.

Advertising text learning is a subject that displays a poster and slogan to attract readers to be interested in the product or advertisement being offered. Teachers must adjust the media they will use so that students are interested. Digital media is a technology that educators can use to become the right choice

in learning advertising texts. One digital media that can be used is *Canva*. This application offers several features that make it easier for educators to express innovative advertising text learning ideas so that they can attract students' attention to advertising text material. Using *Canva* is not just about creating learning media, educators can use it to give assignments to create advertisements using the *Canva application.* Students will be enthusiastic about discovering new things, and creating an advertisement with the *Canva application* can provide new experiences for students.

A prospective teacher is formed not only to master existing theories but must be based on teaching experience. This teaching experience is a starting point for forming the mentality of a candidate to become a teacher. To become a teacher you have to face several stages of teaching. A teacher's professionalism must be formed through several gradual and continuous stages. Every prospective teacher must be equipped with knowledge about dealing with students and controlling the class so that it is conducive, but all of this will not be felt if it is not felt directly. Teaching practice at a school is a choice for prospective teachers to gain teaching experience

This independent curriculum is a challenge for students to be more creative in preparing teaching modules and learning media by adapting existing classroom equipment at school (Widyatnyana, 2021; Zulhandayani, 2023). The supervising teacher is the student's co-worker in developing modules and learning media, not only being a co-worker, but the supervising teacher is also a learning friend and a teacher who is liked and liked by the students. Directions and input from supervising teachers are important for students as evaluation material for teaching in the classroom.

The aim of this research is to the effect of implementing the *Canva application* as a medium for learning advertising texts in Indonesian subjects. Students are expected to be more interested in participating in learning and bringing new experiences to them. Student's ability to write and express ideas in creating an advertisement can use *Canva so that* students are familiar with digital technology. Researchers recommend that students use the *Canva application* so that they can create advertising texts in the form of posters that are more creative and attractive. At SMPN 5 Yogyakarta, researchers observed that many students already knew the uses and functions of the *Canva application*, but they had not used the *Canva application* to create advertising text. Learning to write advertising texts using the *Canva application is supported by the Project-Based Learning* learning method so that you can produce a learning outcome, an advertising poster, which is outlined in the *Canva application.*

This research will describe the use of Canva media in learning advertising texts, and the results of its application or implementation in learning Indonesian. This effort to improve the quality of *Canva*-based learning media is expected to stimulate students' interest in learning Indonesian, especially advertising text materials. The world of education which is entering the digital era demands that educators and students be more optimal in using technology in this digital era. In this digital era, which is all about technology, researchers feel it is necessary to research how much influence the *Canva application* has on learning Indonesian, especially advertising texts.

RESEARCH METHOD

The type of research applied is qualitative descriptive research. According to Sukardi (2016: 84), descriptive research is research that systematically describes the facts and/or characteristics of an object or subject precisely according to what happens in the field. This research model is development, namely by developing the Canva application into a learning medium and developing learning to compose advertising texts to be more creative and innovative. This research was carried out at SMPN 5 Yogyakarta for 4 meetings. The source of this research is 32 students of class VIII E. The data collection technique for this research is through observation and work results. The observation technique was carried out to observe the level of success of teacher activities in implementing learning modules and media in compiling advertising texts using the *Canva application*. A questionnaire technique was used to obtain the assessment results of 32 students about their experiences following Canva-based learning.

RESULTS AND DISCUSSION

Students in taking part in this Canva media-based learning activity obtain results from observations and interviews and the data found is explained descriptively. This Canva-based learning media provides various benefits for learning Indonesian, especially material regarding advertisements, slogans, and posters. The use of Canva-based learning media in learning advertising texts, slogans, and posters is to create informative material arrangements and attract students' interest in knowing the material that will be presented so that the material presented is listened to carefully by students. Advertising texts usually depend on the examples in textbooks, but by using Canva media we can search for the latest popular advertisements, even those that students often encounter in everyday life.

Canva media can be used by educators as an innovative learning media option combined with information from the internet about the material to be taught so that it not only provides study material but can also provide the latest information according to the material being taught (Hadana et al., 2023; Kartiwi et al., 2022). The learning media applied at SMP Negeri 5 Yogyakarta, especially classes VIII B and VIII E in advertising materials, slogans, and posters, proves that learning activities in the classroom are more communicative between teachers and students because students are interested in new things about the material by including advertisements that they often come across and they don't know what type of advertisement it is.

Learning media is a tool to assist teachers in presenting material for the continuity of learning activities in the classroom, and is made simply but contains material that is communicative and informative as well as up-to-date to create something new so that students are interested in following it until the end of the learning activity (Johan et al., 2022). Teachers need to determine the learning media before teaching in the classroom, based on what media is suitable for the material that will be presented in the class and which one is

better mastered by the teacher so that the material that will be presented is not only limited to one teacher but must be distributed by the teacher to the teacher. students with characteristics that are suitable for the learning media that will be used.

One of the technology-based media that we can use to present material in front of the class is Canva. According to Rahmatullah et al., (2020), Canva is an online application that can be used by teachers to create interesting learning media. Using appropriate learning media can help students develop imagination and increase enthusiasm during the learning process (Hidayat et al., 2022). So that educational communication between educators is more effective and efficient, the learning media used aims to stimulate students' attention, thoughts, feelings of creativity, and learning motivation. In this way, the material taught can be easily understood by students through the general media Canva, especially when learning to make advertisements, slogans, and posters.

The development of poster media in advertising texts, slogans, and posters in education requires additional forms of images that explain the theories put forward by experts such as images of types of advertisements, examples of classified advertisements and column advertisements, and electronic advertisements. The resulting poster that has been revised and developed after the design stage is called a development poster product. The finished posters are immediately distributed or given to students learning Indonesian. Advertising text learning materials listed in class VIII Indonesian language books.

As Armstrong (2019) and Bella et. al. (2021) stated, posters used as presentations must be read from a distance of one or two meters or can use a size of 120 x 90 cm in a vertical or horizontal position. After the media creation process, validation is carried out on whether the media that has been developed is suitable for use or not. This is important to do to determine the validity of the content contained in the media. Media validation was carried out by two experts with the aspects assessed being media format, media function, and clarity of the media used in presenting the concept.

Figure 1. Canva-based learning media for the first meeting

In learning in classes VIII B and VIII E of SMP Negeri 5 Yogyakarta, advertising text, slogans, and posters are used. First, educators prepare

learning media based on digital technology, namely Canva, with 2 meetings per class. Next, prepare LKPD that is suitable for the material as a measure of their absorption capacity regarding the material that has been presented in class, and as evaluation material for teachers in choosing learning media that is suitable for students and material in the future.

The learning media at the first meeting, as shown in Figure 1, is advertising, slogan, and poster learning material used at the first meeting which explains the meaning of the material, the types of advertisements, slogans, and posters briefly but must still be interesting and informative. But the important point is that an educator must also master the material and not just rely on exposure from existing media because explaining the material in detail and depth is in the hands of the educator. Learning media is only a tool for teachers to attract students' attention and seems monotonous if they only hear explanations from educators. Learning activities must also be filled with various questions about the learning material about the material by asking the students' opinions about the material, so that not only the teacher knows and understands the material but the students must also understand.

Figure 2. Canva-based learning media for the second meeting

At the second meeting in classes VIII B and VIII E at SMP Negeri 5 Yogyakarta, educators provided learning media material about persuasive and imperative sentences in advertisements, slogans, and posters. The material presented at the second meeting tends to be more extensive than the first meeting because it directly discusses 2 sentences which are the building blocks of an advertisement, slogan, and poster. Learning activities still involve explaining the material by providing trigger questions at the beginning, in the middle, and at the end of the lesson. Learning is more communicative and enjoyable because in explaining this material, students are more enthusiastic because there are many explanations about material that they have not yet discovered or have just heard of, which turns out to be an advertisement, slogan, and poster that formed from 2 sentences that complement each other, namely persuasive sentences. as an invitation sentence for readers to be interested in the advertisement being promoted, and an imperative sentence as a prohibition sentence not to do something that is not recommended in the slogan and poster

The use of Canva media in learning Indonesian is very effective in supporting students' interest in learning because the *slides* displayed are attractive, full of color, and various kinds of icons to attract students' attention to the material being presented. Makes it easier for educators to organize classes so that they remain conducive and communicative for the mutual progress of educators and students (Darmawanti, 2022; Septiarini et al., 2023). Canva media is just a tool to help educators in presenting material (Friska et. al., 2023). As a competent educator, you must mentally prepare and master the material for classroom learning activities so that the students being taught continue to attend class enthusiastically and happily with a good attitude from the educator. The influence of digital-based media, especially Canva, really helps educators in preparing and presenting material when learning activities take place.

CONCLUSION

Education is important for every individual. Education in Indonesia is undergoing rapid changes, one of which is changes in the educational curriculum. The use of Canva media in learning Indonesian can be done in various ways. The use of Canva-based learning media is learning media that is modern, simple and has an appearance that attracts students' learning interests. The learning method that can be applied is the discussion method coupled with Canva-based learning media.

Based on the results and discussion above, it can be concluded that the application of Canva media in advertising texts, slogans, and posters at SM PN 5 Yogyakarta provides good results for students. Application of Canva media. Apart from that, this Canva-based learning media can increase students' interest in participating in student learning in class. Students are required to master today's rapid technology to advance their ability to use digital technology.

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