



Making Creative Videos as Learning Media

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Abstract— This article is the development of several field studies that researchers have summarized. This research was conducted for the process of making learning media into creative videos through the use of the Canva application. Learning media is needed by an educator to facilitate the teaching and learning process in schools through the material taught. Usually, in teaching material, the teacher will use many books according to the government-provided ones. Various methods will also be used to teach students in supporting the teaching and learning process. One application that is easy to use & used in making videos as a learning medium is the Canva application. This application is online based, the contents of which provide exciting features, designs, templates and so on. By using the Canva application, teachers can develop skills materials for students so that the media used can be utilized in academic life.

Keywords— Canva Application, Creative Video, Learning Media

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I. INTRODUCTION

In the current era of education, the world is still shrouded in the existence of the coronavirus or what is called covid19, which arrived at the end of September 2019. This has caused world education, especially in Indonesia, to be affected by the Covid-19 pandemic (Adiatama, 2020). The current pandemic originated in the city of Wuhan, China. WHO stated that this pandemic began on March 11 2020. However, the president of the Republic of Indonesia announced that this virus had come to Indonesia on March 2, 2020 (Sulistiadi et al., 2020).

Even this second, the death toll from this virus is still in several areas. At first, it had not increased rapidly in Indonesia, but in mid-2020, Indonesia experienced many fatalities due to the virus. This has led to online education today. The government issued a large-scale social restriction (PSBB) policy to prevent the death rate from rising in Indonesia. Minister of Health No. 9 of 2020 has stipulated PSBB guidelines issued on April 2, 2020. These policies include:

There are restrictions on religious activities

1. Schools and workplaces are closed

2. Limitation of all activities in the socio-cultural field
3. Limited activities in modes of transportation
4. Limited activities in public places or facilities and
5. Restricted other activities in the field of defence and security (Fitria et al., 2021)

As we know, it is customary to carry out face-to-face education in Indonesia. However, it has been changed to online learning or carried out in their respective places, intended to prevent the spread of the coronavirus to various places in Indonesia (Suhendro, 2020). The online/online learning process is the only solution for education in Indonesia to continue, even though it is not face-to-face as usual. Because of this, the education that is currently being experienced is very challenging. Why not? Teachers must use suitable learning methods to motivate students in this online learning process. So, to improve student learning outcomes, we need fascinating teaching material to make learning that is not boring and not interesting by circular letter No. 4 of 2020, which was issued on March 24, 2020, regarding the implementation of educational policies during the emergency period of the spread of Covid-19. The circular stated that teaching and learning activities were conducted online from home. This online learning system will give students more experience than usual (Astini, Sari, 2020). However, because almost all schools are implementing this online school for the first time, researchers have created an exciting method so that learning continues to run smoothly.

Subekti and Kurniawati (2020) have held training on what media is enjoyable to use, namely by utilizing the Canva application as a learning medium for teachers (Subekti & Kurniawati, 2020). Because of this, teachers must understand learning strategies so students can easily understand (Prof. Dr. Sri Anitah W., 2013). As we know, education is essential for every generation, especially the younger generation, in the advancement of good education (Ramadhan, 2019) and increasing the knowledge of existing human resources in a country, especially the Unitary State of the Republic of Indonesia (NKRI) (Ismi Darman, 2020).

The current pandemic has had many impacts, including the decline in the people's economy, causing much unemployment in every region (Livana PH, Resa Hadi Suwoso, Terri Febrianto, Dani Kushindarto, 2020). Of course, this also

impacts students active in specific fields who are overwhelmed with tuition fees, especially if the tuition fee is still paid in the same amount even though the current lecture method is an online system (Ramadhan, 2019). Another impact of the virus called covid-19 is that if you continue to use this online method (Aprilia Dewi Astuti, 2020), it will be burdensome for students, especially parents whose economy is tricky because some students have limitations in online pulses/quotas. There are still many students who use Android. This impacts parents; whether they like it or not, they must buy an android for teaching and learning (Suhendro, 2020). Another impact is if this learning method does not return to normal or if a vaccine is not found to prevent this pandemic (Sumantyo, 2020). Work-from-home learning will still be implemented, namely learning from home and maintaining distance (Suhendro, 2020). Currently, there is already a vaccination that has been implemented throughout Indonesia (Pratiwi, 2020). With the discovery of this vaccine, all citizens must follow it to get a vaccination certificate from the government (Dr. M Chairul Basrun Umanailo, 2021). Likewise, all students must be vaccinated, which is a requirement in order to be able to take part in the teaching and learning process face-to-face at school (Anisatun Nuroniyah, 2021). Learning in Elementary School is now offline but uses shifts that alternate days (Makmun & Hazhiyah, 2020).

Especially in elementary school education, students are still volatile if an online learning system is implemented (Ansori et al., 2021). Students will only understand learning material with engaging learning media to be used as teaching materials (Rohani, S.Ag., 2019). The school which is the first time learning with an online system is Elementary School. For learning outcomes to be implemented properly, teachers must have a good learning strategy (Rusmanto, Febrian Andi Hidayat, 2019). One of the learning strategies is through a method that the teacher uses, such as the lecture method and assignments when teaching and learning activities. In some of these learning methods, students must be more active and creative in developing their talents by asking students to complete assignments given by the teacher.

Because learning is done online, using electronics such as cell phones or laptops is very important. Likewise, the role of parents is vital in

implementing and guiding students at home. Moreover, the role of the teacher at school is significant in educating students' character to improve (Ansori et al., 2021). In the learning process, the teacher will provide teaching materials and media that are as interesting as possible so that students understand the material (drh. Ida Malati Sadjati, 2017). One of the teaching materials that can be used is a book provided by the central government (Suni Astini, 2020). However, learning media will become a benchmark as learning materials that can be used, especially in elementary schools (Sri Maryani, 2020).

The method used to make learning video media is to utilize the Canva application as a learning medium to make creative videos. The types of media according to Haney and Ulmer (1981), divide the main categories of learning media as follows:

Presentation media contains graphics, images, audio media, silent audio-visual media, multimedia and many others. Media objects contain information; the meaning here is media that contains 3-dimensional objects, such as natural and artificial objects and objects made by human hands that resemble their original form. Interaction media, namely media used to interact, for example, social media such as YouTube, WhatsApp, Facebook, Instagram and other social media.

The learning video media is used using the Canva application, especially in online learning (Rusdiana et al., 2021). The Canva application is easy and very interesting among the many available applications. The Canva application is an online design program that provides various features, graphics, elements, magazines, etc. The advantages of the Canva application can be seen as follows:

Has a variety of attractive design options, such as graphics, elements, templates and more. Users can design as creatively as possible to make it easier for students to understand the material in learning. This application is used with a short design time because it is straightforward to access the elements you want to access. You do not need a laptop in design, but you can also use Android (Rahma Elvira Tanjung, 2019).

Apart from the advantages obtained in this Canva application, there are also fundamental disadvantages that can be obtained in this application, namely if you want to use Canva, each user must have a data plan so they can connect and

be able to use Canva (Nanda Eska Anugrah Nasution, 2020). In addition, in the application there are several paid templates, but that is not a problem, because there are still many good templates. They are not paid (Sudirman et al., 2021). Animated video media is one way out of implementing an online system in schools. So that it can develop learning media to support the learning process. Animated video media is a tool for distributing information or messages through a collection of dynamically moving images that can be seen and heard. The application used to create this animated video media is the Canva application (Rahmasari & Yogananti, 2021). Canva is a graphic design application that has a variety of attractive templates. The development of learning media is carried out in several phases. The first stage is to do a needs analysis. This stage is carried out to assess educators and students through learning media using the Canva application (Hapsari, Gita Permata Puspita., 2021).

Making animated videos using the Canva application is very helpful in students' learning process. This Canva application can display images and videos to illustrate everyday life in an animated video (Hapsari, Gita Permata Puspita., 2021). An example is by making video material about the uniqueness of the area where I live. Teachers can use the Canva application to make videos as creative as possible (Resmini' et al., 2021). However many applications can be used, but the Canva application is easy and has many exciting features (Resmini' et al., 2021).

This research aims to analyze the need for media development in the form of Canva-based learning videos so that students can more easily understand learning in both online and offline systems. With the development and elaboration that will be presented in the development of this research, it is hoped that it will provide positive lessons on how an application that has been widely provided can be utilized as a technology-based learning medium—field studies in elementary schools by introducing teachers to create learning media using the Canva application-based video.

II. METHOD

the easiest way to meet the writing format requirements is to use this document as a template. Then type your text into it. This research was

carried out in the 2021/2022 odd semester. The research method used is a qualitative descriptive approach model. This approach describes and interprets the data obtained from the research according to the conditions in the field. This approach allows researchers to assume different philosophies, from the strategies and methods of data collection that have been carried out to develop the Canva application. This research was conducted by introducing the Canva application, namely by providing several questions about the Canva application. Did the elementary school teachers know about the Canva application or not? At that time, the researcher can collect data from the results of the questions to go to the following discussion. This research was conducted in elementary schools. This data was collected from the results of going directly to the field to monitor the learning process at the elementary school.

After that, the stage that needs to be done is the researcher designs and designs the learning concept of the canvas application for the development of the application. The stage that needs to be carried out at this stage is to formulate what goals will be achieved in making the media design. In learning, we must determine what strategy to use in implementing the school we will research. We can choose from many methods and media, which are undoubtedly the most practical, but learning outcomes are still appropriate. Besides that, also consider the sources that will be selected to realize the achievement of the design. Next is the training stage; this stage is the design process for the Canva application, which can be turned into a video which will later be displayed in front of the teacher and students. The canvas application training will be carried out after providing examples of creative video creation by researchers. The next stage is the stage of implementing the use of the canvas application. This stage is a step to implement the Canva application learning system so that it can be tested on how to make creative videos through this application. The application that is carried out will later make the teacher understand the contents of the canvas application, and the last stage is the evaluation stage. At this stage, the value or results of all the data collected will be determined based on the case studies carried out by going into the field at the school. This evaluation process will later increase students' and teachers'

understanding of learning media through canvas-based videos.

III.

IV. RESULTS AND DISCUSSION

The learning process in developing creative video media based on the Canva application is a research activity that will produce creative video media through development (Dadi et al., 2019). A qualitative descriptive approach model guides this research. The stage of the learning process in this model is the researcher introducing the Canva application and its features (Zulherman et al., 2021). This qualitative descriptive approach model is a learning system that is very easy to do in a learning development system (Cahyadi, 2019). This stage will be used as a guide in making a more effective learning video.

The results of this study were obtained from a direct study of elementary schools around the area. This school's teaching and learning process is said to be rare or even non-existent using video as a learning medium. Because the average teacher in elementary school follows the learning steps according to what is in the teacher's book. At the time of the introduction of the Canva application, the researcher directly asked for knowledge about this Canva application. However, how many do not know, even almost all the teachers answer that they have never known before. Therefore, teachers are very enthusiastic about wanting to know more about the Canva application. Respondents from teachers and grade VI students at this school were very good at introducing the Canva application as a learning medium at school. Learning media is a tool that we use to help the learning process to make it easier for students to understand learning material (Indartiwi et al., 2018). The use of this learning media can help achieve success in learning. This learning media is widely used by educators with various models such as media maps, globes, ornaments and so on. This learning media will be beneficial and make it easier for teachers to deliver material to students so that they can achieve the learning objectives that have been designed (Tafonao, 2018). Here is a picture of the Canva app logo:

Reporting from the Canva account or website, Canva has and provides many designs and features

useful for the world of education. This Canva application is a tool for everyone's creativity in designing various things. In this application, you can not only make learning media, but you can also make PowerPoint and certificates. Using this application, students will easily understand learning if they make an exciting design video (Resmini' et al., 2021).

Various Templates	Create as many designs as possible with the features provided in the application.
Photo Elements feature	Edit photos as creatively as possible with the best edits you have
Various Icons and Graphics/Frames	Can use various icons and graphical forms that have been provided in the application elements
Hundreds of Fonts	Can access various forms of fonts and designs that we want to use in designing anything

Each application has advantages and disadvantages. Well, the same goes for this Canva application; its advantages are as follows: This Canva application makes it very easy for users to design anything, such as power points, certificates and so on. This application is also easily accessible by all Android users. Just by downloading, we can use this application; we can also use it in Google Chrome without having to download it first. If using Android, we can download it through Play Store. The disadvantage of this application is that this application when used must have an internet network connection or a relatively stable quota; if there is no internet connection, you will not be able to access the Canva application. That is, Canva will not be able to be used or supported in the design process. This application must be used online. This Canva application has various types of templates, illustrations, stickers, fonts and other features. So, in this application, some are paid, and others are not. However, this is not a problem because many exciting and promising features are free. Hi, this also depends on each individual's creativity. Sometimes the design we choose has similarities with others, either from the template or something else. We may choose the same template in the application template selection. However, this does not need to be twisted in designing this back to each

person in choosing and using the design that different people want.

At the beginning of the introduction of the Canva application, along with examples of using it, elementary school teachers were very concerned, and all responded very well. Even the principal at the school was very grateful because of research on media for making creative videos through the Canva application. However, currently, the learning process at the school is offline, whereas, in the last semester's online system, it did not use creative video learning media because there needed to be knowledgeable to implement the system. Based on research, in this elementary school, there are many deficiencies in the learning system, such as many children who need help understanding the material from thematic learning subjects. Not many of those who do the work are the child's parents. This triggers researchers to be able to increase the creativity of teachers in making video media that is attractive to students. Teachers at these schools also need knowledge about making learning media with videos to support teaching and learning (Alwi, 2017). The media often used by teachers in this school is only the teacher's book (Abdullah, 2017).

Furthermore, the results of the needs analysis carried out by researchers on learning media through the use of the Canva application, namely that there is a need for a backlash to deepen further what learning models and media are in demand by elementary school students, both from high to low grades. Therefore, the teacher must play an active role in developing media that can be used in a lesson by looking at the situation and condition of students and their schools. With the learning process of material learning, a teacher is also encouraged to choose and use engaging media according to the material to be taught to students. Based on the analysis phase carried out, teachers in elementary schools need to hold training on making teaching materials in video form using the Canva application to increase students' interest in learning. For this reason, the researcher gave several questions to the teacher to discuss, choose and design the making of teaching material media so that it can increase student motivation in learning online and offline systems. With videos displayed as learning media with audio and image sounds, they can help students get rid of their loneliness. They will be more interested in participating in the teaching and learning process that uses innovative

videos than the lecture method, which might be boring for Grade VI students (Maryanti & Kurniawan, 2018).'

Teachers use many ways to obtain media, namely by making their own, provided by the school and downloading from the internet (Abdullah, 2017). Media in a narrow scope can be interpreted as a tool component in the learning system. Broadly, the media can be interpreted as the maximum utilization of all learning resources and systems components to achieve specific learning objectives. According to Hamidjojo, what is meant by the media are all forms of intermediaries that people use to spread ideas to reach the recipient. Meanwhile, the term learning is an attempt to teach learning. To the learning process so that there is interaction between students and teachers, it is this process that will lead to communication between humans (M. Miftah, 2020). Learning media is a tool or intermediary in assisting the teaching and learning process between teachers and students in realizing good and technology-based learning. However, most teachers obtain videos by downloading them from the internet because it is easier and does not require much time. Media use must be maximal enough to support learning (Abdulmajid et al., 2017).

In the current learning process, students use a lot of other applications in learning, even though most of the media circulating on the internet do not relate the material to everyday life, so many students complain that they do not understand the material and the learning obtained is not helpful for their lives (Dwipayana et al., 2020). The researcher decided to choose the Canva application. Namely, this application is more straightforward to use than other applications. The features presented in this application are also excellent and exciting. Several things make researchers choose the Canva application, including:

The Canva application is an application that is used online and has many interesting free features

1. This application can be used not only on laptops but also on Android
2. The features of the Canva application are excellent, and many are even free
3. The results of the designs that have been made can be displayed in other applications such as PowerPoint
4. This application can be used to create certificates, videos, PowerPoint, etc.

The next stage is to design a learning media from the Canva application. At this stage, the researcher will present the media from the results of the Canva application. The presentation contains information about how to use Canva and how to include some of the desired features. This design was made so that teachers can easily understand and try to use the Canva application for teaching materials at school, especially since elementary school students still really want to play, so a media containing children's animation is provided. The following presents media images from videos that researchers have made.

From the results of the field trips conducted, many educators are still not familiar with the Canva application, let alone use it. When explaining, it takes a companion to give instructions to the teacher. The first thing to be taught is to download the Canva application via Playstore. Then what is the process of signing in to the Canva application? At this stage, no difficulties were found for the teachers. However, when asked to look for the features the teachers wanted to use, they needed clarification about finding features, so researchers had to be more active in teaching the application's content. Afterwards, teachers are welcome to create and develop what media they want to display according to the available templates depending on their creativity.

Some of the teachers are in the process of designing via Android; many teachers prefer to use laptops instead of Android because with Android, the screen needs to be bigger, and you cannot be freer to design it according to your wishes. Furthermore, the challenge for the teachers is the need for more stability of the signal in the elementary school area so that the design of teaching material presentations takes longer. The design image above is the second video of making teaching materials through the Canva application. The picture discusses theme 1, saving living things and sub-theme 1, my friend's plants. Researchers also do not use too many elements because the picture is more comfortable for the eyes to see and a little extra globe to make students more interested.

Learning videos containing summaries of discussions such as PPKN discussing Pancasila numbers 1 and 2, Indonesian discussing the main ideas of paragraphs, Natural Sciences discussing vegetative and generative differences, Social Studies regarding ASEAN and SBdP discussing

sculpture. If this lesson is videotaped, it will be easier for students to understand the explanations and videos provided by the teacher as engaging learning media. The picture includes cartoons of children sharing books and borrowing books. Teachers can also use other animations according to their individual needs. From several pictures taken from the video made by the researcher above, the teacher can use various kinds of designs as media that make students enthusiastic in the teaching and learning process. The application will also make it easier for educators to implement online learning.

Based on the explanation above, in order to be able to find simple tutorials for obtaining and using the Canva application in learning or for other purposes, this tutorial is presented using Android for the reason that Android is easier and more accessible to everyone, especially students for learning and other activities. The Canva application can be used or used via a smartphone or laptop. How to use it is also relatively easy, so it can make it easier for people as well as teachers and students, to use it. Here are the steps for using the Canva application by relying on a device many people can reach.

Download the Canva application through the Play Store. Suppose you want to get the Canva application. In that case, the first way is to download the Canva application through the Play Store by opening the play store and then typing 'Canva' in the search box. The Canva application will automatically appear, then click Install and wait for the Canva application to be downloaded and can be opened.

Create a Canva Account. After the Canva application has been downloaded and installed on the cellphone, the next step is to open the Canva application; from there, the registration options will appear via Facebook, Google, or continue email. Teachers or students can click that option to create an account on Canva and follow the steps shown.

Create a Design Through Canva. After creating an account on Canva, teachers and students can use Canva as needed. There are many varied Canva applications for creating a design, namely logo designs, videos, posters, Instagram stories, business cards, invitations, labels, photo collages, advertisements, promotions, etc. An attractive template has also been provided in the Canva application; teachers and students can use the template by simply changing the text or images as

needed. An example of a simple way to create a design in the Canva application is as follows: If you want to create a new/own design, teachers and students can click the black (+) sign in the lower right corner to start editing photo collages, and so on. Once it is open, many options, such as photo collage options, text, images, videos, stickers, illustrations, templates, logos, and pages, can be used. If it is like that, the next step is to make the desired design. Learn to try all the features in the Canva application so that you can use this application more smoothly. If teachers and students want to create a design that has been provided in the Canva application, it is easy. It is enough to find which template or design you want to use. After you have found a suitable design, the next step is to click on the design; after clicking it, the words 'Edit' will appear on the design. Click the word 'Edit', and then options will appear to change the text, writing style, font size, images, videos, colours, etc. Learn to try to make exciting designs; teachers and students can understand using this application.

Save the design results from Canva. After the design you have created is complete, the final step is to save the design you have created. The way to save it is to click the down arrow in the upper right corner; your design will be automatically saved in your gallery or file after clicking.

Video-based learning media is significant in supporting the implementation of the learning process. The analysis results show that students are very interested and must use creative video media based on the Canva application. Based on the explanation above shows that it is essential to develop video media through the use of the Canva application in the learning process.

V. CONCLUSIONS

Based on the research that has been done, the results of the analysis of the needs of teachers and students regarding knowledge about creative video media through the Canva application are necessary to hold training on how to use and develop the application. The development of innovative videos can make it easier for students to understand the material taught through the videos provided by the teacher. The media presented at this time will make a technology that applies in the education sector to create media using videos using the Canva application. Learning media is a tool in the form of

knowledge, as well as sharpening the creativity and skills of students in their learning at school. This Canva application can be used in design and education, such as animation video design, certificates, power points, etc. Canva is an application with various exciting features to assist teachers in conducting learning media-based learning, be it skills, creativity or other benefits. Utilization of this application will support interest and attract attention to learning because it is presented very attractively. To find out other benefits and effectiveness of using the Canva application as a learning medium in elementary schools, further research is needed to support achievement and success in using creative video media for teaching materials to students. Based on the results of this study, teachers can develop Canva-based video media in the teaching and learning process.

Based on the conclusions described above, suggestions can be given to teachers/educators as follows: First, teachers are advised to be able to design media for the benefit of teaching classes to students as well as through media that has been designed to increase student interest in learning. Second, all educational institutions, especially elementary schools, should develop learning systems by utilizing media to increase learning effectiveness. Besides that, this research also enriches students' teaching models and methods by optimizing the teaching and learning process. The system in learning infrastructure is also a reference for facilitating the world of education in schools so that students are even more active in learning. Teachers must also be able to change the learning model by emphasizing the active role of students in the teaching and learning process.

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