

# Digital Literacy Integration Using Canva for Developing Students' Creativity: A Case Study at SDN 1 Purbalingga Lor

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## ABSTRACT

Creativity is one of the most important skills to have in today's digital age, yet many students still struggle to express their ideas effectively. While technology has proven to enhance engagement in the teaching and learning process, there remains a lack of research exploring the use of specific tools, such as Canva, in an educational context. Therefore, this study aims to investigate how the use of Canva can contribute to fostering and developing the creativity of students at SDN 1 Purbalingga Lor. In this study, a qualitative approach was used, where data was collected through observation and interviews conducted with teachers and students over an eight-week period. The results of this study indicate that the use of Canva can encourage students to think critically, express their ideas in attractive visual forms, and collaborate with their peers. In this context, the role of teachers is very important as facilitators who support and guide the creative process carried out by students. The conclusion of this study is that the integration of digital literacy through tools such as Canva has proven to be effective in enhancing students' creativity. Therefore, it is recommended that further training be provided for teachers to improve their understanding and skills in using these digital tools. Additionally, exploring other digital tools is highly recommended to strengthen creative learning across various educational levels, thereby creating a more dynamic and innovative learning environment for students. As a result, it is hoped that education in the digital age can better facilitate the development of students' creativity and critical thinking skills.

**Keywords:** creativity, digital literacy integration, Canva

## INTRODUCTION

In this digital age, creativity has become one of the most sought-after skills in education (Alizade, 2025). In the future, 65% of children currently in elementary school will work in jobs that do not yet exist (World Economic Forum, 2020). In reality, many students still find it difficult to express their creative ideas (Fredagsvik, 2023). This highlights the importance of developing creativity and critical thinking skills from an early age. Creativity is not only important for innovation but also for problem-solving abilities (Rohana Silaen et al., 2024). Therefore, it is crucial to explore new ways to foster creativity among students.

Previous studies have shown that the use of technology in education can increase student motivation and engagement (Depita Teti, 2024). Students involved in technology-based learning show a significant increase in their creativity (Asmara et al., 2023). However, many studies still focus on the use of technology in general, without exploring specific tools such as Canva. The current generation are "digital natives" who are more comfortable with technology (Jannah Raudhotul, 2024). There is still a lack of understanding about how to effectively utilize these tools to enhance creativity (Retnoasih & Hendrawan, 2024).

This study aims to address this gap by focusing on Canva as a tool to enhance student creativity. The specific objective is to analyze how the use of Canva can foster creativity among students at SDN 1 Purbalingga Lor. This study will address three questions: (1) What is the process of using Canva in classroom learning? (2) What are the impacts of using Canva on students' creativity? (3) How can teachers facilitate the use of Canva to support creative learning?

This study argues that integrating digital literacy through the use of Canva in the learning process can be an effective strategy to enhance students' creativity. By utilizing this graphic design tool, students not only learn to create visually appealing content but are also trained to think critically and creatively in expressing their ideas.

## **THEORETICAL REVIEW**

Creativity has been recognized as one of the important skills in 21st century education (Dilekci & Karatay, 2023). Education must emphasize the development of creativity to prepare students to face future challenges (Nursaya'bani Kinkin Karimah et al., 2025). Research shows that creativity can enhance students' ability to solve problems and think critically (Erwin et al., 2023)

The use of technology in education has increased rapidly, with many studies showing its positive impact on student engagement. Technology can increase student motivation and participation in the learning process (David & Weinstein, 2024). However, not all technologies are used equally effectively (Syahputra & Hanum, 2023).

Canva is a graphic design platform that allows users to easily create various types of visual content (Afriadi et al., 2023). The use of Canva in education can improve students' design skills and encourage them to be more active in learning. In addition, Canva also supports collaboration among students, which can enhance their creativity (Sutedi Ade et al., 2023).

Although much research has been conducted on the use of technology in education, few studies have focused on specific tools such as Canva. Many studies only observe the general impact of technology without exploring how specific tools can be used to enhance student creativity. This study aims to address this gap by exploring the use of Canva in depth.

This research is relevant in the context of education in Indonesia, where the integration of technology in learning is still in its developmental stage. By focusing on the use of Canva, it is hoped that this research can provide new insights into how digital tools can be used to enhance student creativity at SDN 1 Purbalingga Lor.

Overall, the literature indicates that creativity is an important skill that must be developed in education (Runco & Acar, 2012). The use of technology, particularly tools such as Canva, can be a solution to enhance students' creativity (Afriadi et al., 2023; Erwin et al., 2023). However, further research is needed to identify the most effective methods for utilizing this tool in an educational context.

## **METHOD**

In this study, a qualitative approach was used to explore the use of Canva in enhancing the creativity of students at SDN 1 Purbalingga Lor. SDN 1 Purbalingga Lor was selected as the research location based on the school's uniqueness in applying technology in learning. This study involved four teachers who taught grades V a, V b, VI a, and VI b. Purposive sampling was used to determine the sample for each class, consisting of four students (Tongco, 2007). The observation period lasted for eight weeks.

Primary data collection was conducted through classroom observation and interviews, while secondary data included literature reviews. Secondary data were obtained from teacher teaching modules, school curricula, the School Literacy Movement (GLS) program, and social media and print materials featuring digital literacy activities based on Canva.

The research process was conducted in several stages, beginning with classroom observations to understand how Canva is used in learning. Next, interviews were conducted with teachers and students to explore their experiences in using the tool. The data obtained was then analyzed to identify key themes related to creativity (Bado, 2021). To maintain data validity, member checking and data triangulation were applied.

Data analysis was carried out in several stages, including data reduction to filter relevant information, data display to present findings visually, and verification to ensure the accuracy of the information. Descriptive analysis methods were used to describe the research results in detail (Bado, 2021).

## RESULTS AND DISCUSSION

The process of utilizing Canva in learning at SDN 1 Purbalingga Lor shows that teachers use this platform as a visual medium to support the delivery of material while actively involving students in the creation of learning content (Liu et al., 2023). Canva was utilized to create posters about Indonesia's soft diplomacy, infographics, a timeline of Indonesia's struggle for independence, and presentations on Indonesia's cultural diversity, as well as the creation of identity cards (ID cards) by students based on predetermined learning themes.

The use of Canva confirms that it is an easily accessible and effective graphic design tool in supporting project-based teaching and learning processes (Afriadi et al., 2023). Canva also provides opportunities for students to explore ideas, which is an important element in creativity-based learning (Erwin et al., 2023).

Furthermore, Sutedi Ade et al. (2023) add that Canva supports collaborative and exploratory learning, so that students are not only consumers of information but also creators of content. Observations show that when students are directly involved in the visual design process, they are more active and enthusiastic in participating in learning (Liu et al., 2023).

The impact of using Canva on students' creativity can be observed through increased expression of ideas, courage to innovate, and the ability to harmoniously combine visual and textual elements. Canva provides students with opportunities to explore colors, shapes, symbols, and visual narrative structures. They not only answer questions but also creatively "tell" their understanding.

This aligns with the findings of Erwin et al. (2023), who state that creativity is positively correlated with critical thinking and problem-solving abilities. In this context, students not only create aesthetically pleasing designs but also strive to convey educational messages through their work. They learn to structure visual elements logically, select supporting elements for their messages, and evaluate their own designs.

According to Rohana Silaen et al. (2024), creativity is an important part of solving problems and generating innovative solutions. In this case, Canva functions as a creative medium as well as a tool for training innovative thinking. When students are asked to create infographics about the environment or culture, they must search for information, filter it, and then present it in an interesting way, which is a high-level thinking process.

Teachers act as facilitators who design project-based learning using Canva, provide technical guidance, and give students space to explore. Teachers also adjust assessment rubrics with creativity indicators such as originality, ability to visualize ideas, and effectiveness of visual communication.

According to Dilekci & Karatay (2023), the role of teachers is vital in creating a learning environment that stimulates creativity, especially through open-ended tasks that allow for various solutions. Teachers involved in this study gave students the freedom to choose design topics that were relevant to the lesson theme, thereby encouraging freedom of expression.

David & Weinstein (2024) also show that technology can enhance motivation and participation when accompanied by appropriate scientific knowledge. Teachers who supervise the use of Canva not only teach design techniques but also facilitate discussions about ideas, provide feedback, and stimulate self-reflection on the work produced by students.

In this context, Jannah Raudhotul (2024) refers to the current generation as "digital natives" who are naturally adaptive to technology. Teachers who are able to manage technology such as Canva as part of a creative learning ecosystem will be more effective in stimulating students' interest and potential.

The significance of this research findings is that the integration of digital literacy through the use of Canva can be an effective tool for enhancing students' creativity (Nursaya'bani Kinkin Karimah et al., 2025). In the context of an evolving educational landscape, teachers should remain open to the use of new technologies that can support the learning process. Schools should consider further integrating digital tools into their curriculum. Developing training programs for teachers on how to utilize Canva and other digital tools can help improve the quality of learning.

This study has limitations, including its focus on one school and one digital tool. Canva itself can only be accessed for free and to its fullest extent with a learning account. Even if it can be accessed with a personal account, the available features are incomplete and require payment. For a more comprehensive understanding, further research is needed to explore the use of various digital tools in different educational contexts.

## CONCLUSION

This study concludes that creativity is an essential 21st-century skill that needs to be nurtured from an early age through the application of technology in education. In this case, the use of Canva as a graphic design tool has proven effective in enhancing the creativity of students at SDN 1 Purbalingga Lor. Through project-based learning using Canva, students are given the opportunity to express ideas visually, think critically, and develop innovative skills in communicating information.

The results of observations and interviews show that the use of Canva in the classroom not only increases student participation but also enriches collaborative and exploratory learning experiences. Canva allows them to learn to compose educational messages with clear visual structures while strengthening the relationship between creativity and problem-solving skills.

The role of teachers is crucial as facilitators in designing, guiding, and evaluating technology-based creative learning. Teacher support, both technically and pedagogically, is a key factor in strengthening the success of Canva use in the classroom. With this approach, teachers not only teach the material but also encourage students to become creative and independent producers of information.

This study is not without limitations, which lie in its narrow scope and the use of only one digital platform. Therefore, further research with a broader scope and a comparative approach to various digital tools is needed to identify the most effective strategies for enhancing creativity across different levels of education.

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