

Implementation of AI-Based Digital Platform Through Canva Application in Indonesian Language Subject for Students of SMP Negeri 15 Manado

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ABSTRACT

This study aims to explore the application of the Canva application in Indonesian language learning at SMP Negeri 15 Manado, especially in creating poster designs by grade VII students. Through a descriptive qualitative approach, this study involved observation, interviews, and documentation to analyze the effectiveness of Canva as a learning medium. The results showed that the majority of students were able to convey messages well through the posters they made, with many of them getting the predicate "Very Good" (A) and "Good" (B). Students' abilities were seen from the use of attractive colors and neat layouts, although there were some minor errors in language and spelling. The assessment was carried out based on a rubric that included the suitability of content, creativity, layout, use of color and images, and language and spelling. This study identified challenges and opportunities in implementing Canva, as well as its benefits in improving 21st century skills, such as creativity and collaboration. It is hoped that the results of this study can contribute to the development of more innovative and effective learning methods.

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INTRODUCTION

In today's digital era, technology integration in education is a must to improve the quality of learning. Artificial Intelligence (AI)-based technology has become an important part of developing interactive and adaptive learning methods. One relevant application to support learning is Canva, an AI-based graphic design platform that provides various tools to create creative and engaging learning media.

The development of digital technology has brought significant changes in the world of education, including in learning Indonesian. In this digital era, the use of technology in learning is an urgent need to increase student effectiveness and creativity. One technology that can be utilized is an AI-based digital platform, such as

the Canva application, which offers convenience in visual design, including in making posters as a form of visual presentation of text.

Learning Indonesian at the junior high school level does not only focus on reading and writing skills, but also teaches students how to present information in an interesting and communicative way. One form of information presentation that is often used is a poster, which combines text and visual elements to convey a message briefly and persuasively. Posters are an effective medium in training students to think creatively, organize ideas clearly, and convey information that is interesting to readers.

In practice, many students still have difficulty in making attractive and informative posters. Making posters manually often takes a long time, good drawing skills, and creativity in layout and color selection. This obstacle can hinder the effectiveness of learning, especially for students who lack conventional drawing skills. Therefore, a more efficient innovative solution is needed, namely by using an AI-based digital platform such as Canva.

Canva is an AI-based graphic design application that allows users to create various designs easily and quickly. Canva provides ready-to-use templates, a variety of fonts, icons, and other design elements that help students create attractive posters without having to have high design skills. With Canva, students can choose the appropriate template, arrange the layout, add text and images, and adjust the colors and other design elements according to the message they want to convey in the poster.

In the Independent Curriculum, the application of digital technology in learning is highly recommended to improve 21st-century skills, such as creativity, critical thinking, communication, and collaboration. In Indonesian language learning, especially grade 7, poster making material is closely related to persuasive texts and descriptive texts, which aim to train students to organize information effectively and attractively. The use of Canva in this learning is in line with the Core Competencies (KI) and Basic Competencies (KD) applied in the curriculum, including: **KI 3 (Knowledge):** Understand various types of texts in Indonesian, including persuasive and descriptive texts that can be presented in the form of digital posters via Canva. **KI 4 (Skills):** Processing, presenting, and communicating information in visual form through the creation of digital posters. **KD 3.9:** Understanding the purpose, structure, and language rules in persuasive texts. **KD 4.9:** Create a poster based on the persuasive text that has been studied, using a digital design application such as Canva.

While the material posters in Indonesian language learning for grade VII of the Independent Curriculum aim to enable students to understand, analyze, and create informative and persuasive poster texts by paying attention to the structure, language rules, and context of their use. Through the activities of observing, asking, exploring, analyzing, and communicating, students are invited to recognize important elements in posters such as slogans, message content, illustrations, and visual layouts, then apply them in making digital posters using applications such as Canva. This learning emphasizes critical and creative thinking skills, and encourages the productive use of digital technology. The final result is a digital poster that is assessed based on the content of the message, language, design, and student creativity, in line with the strengthening of the Pancasila Student Profile and project-based learning in the Independent Curriculum.

The use of Canva in learning Indonesian, especially in making posters, can be done in various steps. First, the teacher introduces Canva to students through demonstrations or video tutorials. Second, students choose a template that suits the given theme. Third, students add text using an attractive font choice and insert relevant images or icons. Fourth, students adjust the colors and layout to make the poster more attractive. Once finished, students can download or share their posters for evaluation. The application of Canva in learning has various advantages, including increasing student creativity because Canva provides many templates and design elements that help them develop ideas visually. In addition, Canva makes it easy to create posters with an intuitive "drag and drop" feature, so designs can be created faster without requiring high drawing skills. The use of Canva also helps understand text concepts, especially persuasive and descriptive texts, because students can see how information is presented in an attractive visual form. In addition, Canva improves students' digital skills by teaching them how to use technology productively and creatively. Not only that, Canva also increases motivation and interest in learning because students are more enthusiastic about creating attractive designs compared to conventional methods. Finally, Canva allows collaboration because students can work together on one project and provide feedback on their friends' designs, so that learning becomes more interactive and effective.

Based on the description above, the objectives of this study include, among others, to describe Implementation of AI-based digital platforms through Canva application in creating Poster designs for Indonesian Language subjects for Grade VII students of SMP Negeri 15 Manado. And analyze The application of the Canva application can improve the ability of Class VII students of SMP Negeri 15 Manado in creating poster designs for the Indonesian language subject.. With this research, it is expected to contribute to the development of more innovative learning methods and in accordance with technological developments. The results of this study are also expected to be a consideration for teachers in designing more interesting and effective learning strategies, so that they can improve the quality of Indonesian language learning and students' creative thinking skills in presenting information visually.

METHOD

This study uses a descriptive qualitative approach. The purpose of this approach is to describe in detail how the process of implementing a digital platform based on artificial intelligence (AI) through the Canva application in poster making activities in Indonesian language learning. This approach is used to reveal student and teacher experiences, learning processes, student work results, and responses to the use of digital media.

The research was conducted at SMP Negeri 15 Manado, especially in class VII. While the research time was conducted for three months, covering the stages of planning, implementation, data analysis, and reporting of research results. The subjects of this study consisted of two main groups: Indonesian Language Teacher class VII And Grade VII students who took part in learning to make posters using Canva

The subject selection technique was carried out using purposive sampling, with the consideration that the subjects had direct experience in applying Canva to learning to make posters. Data in this study will be collected through several techniques as follows: 1) Direct observation towards the learning process in the classroom using

Canva to create posters; 2) In-depth interview with teachers and students to explore their experiences and perceptions of using AI-based Canva; 3) Documentation in the form of student posters, activity photos, and field notes; 4) Document analysis such as lesson plans, teaching materials, and assessment of work results.

The instruments used in this study include: 1) Interview Guide: A list of interview questions that focus on teachers' and students' experiences and perceptions of using Canva in the poster-making process; 2) Observation Sheet: An observation sheet designed to assess student engagement and interaction with Canva during the poster creation process; 3) Practice: practical activities will be carried out by students to see how Canva is explored and students' creativity in making posters in Indonesian language subjects using the Canva application.

Researchers use the Miles and Huberman model data analysis technique which consists of three stages: 1) Data reduction: Selecting and simplifying data obtained from interviews, observations, and documentation; 2) Data presentation: Organize data in the form of descriptive narratives, quotations, and visual documentation; 3) Conclusion drawing/verification: Making conclusions from the data that has been analyzed to answer the research focus.

RESULT AND DISCUSSION

Description of Canva Application Learning in Indonesian Language Subject Through Poster Design

This research was conducted at SMP Negeri 15 Manado in Pandu Village, Bunaken District, Manado City, North Sulawesi Province. The class chosen by the researcher in data collection was class VII which consisted of 22 students consisting of 12 male students and 8 female students.

In accordance with the first objective of the research, namely to describe the implementation of AI-based digital platform through Canva application in creating Poster designs for Indonesian Language subjects for Grade VII students of SMP Negeri 15 Manado. Previously, the researcher provided direction and motivation for students to encourage them and then gave appreciation. Before the researcher explained the material in more detail about Posters, the researcher first asked students questions related to the material, considering that Posters are visual communication media that function to convey messages to a wide audience through a combination of text and images. Posters are usually made with attractive designs to attract attention and encourage the audience to understand the main message quickly (Suyanto, 2013). Posters can also be used as educational tools, promotions, and to convey information related to certain services or activities (Kusrianto, 2011). So the researcher asked about things related to the material that was in the students' environment and they often encountered then asked for their responses to it, the purpose of which was to open students' horizons of thinking to enter the explanation of the material. The researcher then gave an example of a Poster in the classroom and then explained what the Poster looked like, what the elements and structures of the Poster were and entered into the linguistic rules contained in making a Poster. After a series of sub-materials that have been explained by the researcher, students are then given directions to design a poster with an educational theme using the Canva application.

Description of Data on the Ability of Class VII Students of SMP Negeri 15 Manado in Designing Posters Using the Canva Application

Poster Design Assessment Rubric Using Canva Application

Theme. Making Educational Posters

Rated aspect	Score 4 (Very Good)	Score 3 (Good)	Score 2 (Enough)	Score 1 (Less)
1. Conformity of Content to Theme	The content is very much in line with the theme, the message is very clear and easy to understand.	The content is quite in line with the theme, the message is quite clear.	The content is not in accordance with the theme, the message is not clear.	Content does not match the theme, message is unclear.
2. Design Creativity	The design is very attractive, unique and reflects high creativity.	The design is quite interesting and reflects creativity.	The design is less attractive and lacks creativity.	The design is boring and shows no creativity.
3. Layout and Neatness	The layout is very neat, easy to read and well proportioned.	The layout is quite neat and easy to read.	The layout is not neat and a bit difficult to read.	The layout is messy and difficult to understand.
4. Use of Color and Images	Colors and images support the content, attract attention, and are not excessive.	The colors and images support the content and are attractive.	The colors and images are not very supportive and not balanced.	The colors and images are not supportive, either too busy or too plain.
5. Language and Spelling	The language is clear, effective and free of spelling errors.	The language is quite clear and there are only a few mistakes.	The language is less effective, there are several errors.	The language is unclear and there are many spelling errors.

Final Assessment Criteria:

Value Range	Predicate
17 - 20	Very Good (A)
13 - 16	Good (B)
9 - 12	Enough (C)
5 - 8	Less (D)

Poster 1



Based on rubric the assessment above, the score achieved is: **Theme(4)**, Creativity (4), Layout (3), Color (4), and Language (4)

Total Score: 19 with Grade (A)

This poster delivers an educational message very clearly and relevantly. The design is attractive and the visuals are strong. The layout is quite neat, although there are parts of the text that could be highlighted better. The colors are very harmonious and the spelling is correct.

Poster 2

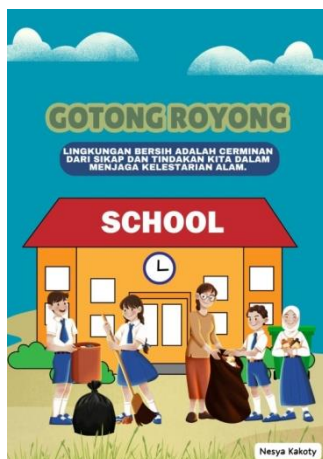


Based on rubric the assessment above, the score achieved is: **Theme(3)**, Creativity (3), Layout (3), Color (3), and Language (3)

Total Score: 15 with Grade (B)

The content of the poster is quite clear and in accordance with the theme. The design is general but still communicative. The layout is good, but can still be arranged more symmetrically. The colors are quite harmonious. There are some spellings that need to be fixed.

Poster 3



Based on rubric the assessment above, the score achieved is: **Theme(4), Creativity (4), Layout (4), Color (4), and Language (4)**
Total Score: 20 with Grade (A)

This poster is very strong in all aspects. The message is precise, the visuals are creative, the layout is excellent, and the colors are eye-catching without being overpowering. There are no spelling or sentence structure errors found.

Poster 4



Based on rubric the assessment above, the score achieved is: **Theme(3), Creativity (3), Layout (3), Color (3), and Language (3)**
Total Score: 15 with Grade (B)

The poster has delivered an educational message but it is not very prominent. The design could be more creative. The layout is quite neat, although there are parts of the text that are piled up. The language is quite good, but it could still be made more persuasive.

Poster 5



Based on rubric the assessment above, the score achieved is: **Theme(3)**, Creativity (3), Layout (3), Color (3), and Language (3)
Total Score: 15 with Grade (B)

This poster does a good job of conveying the educational theme. The design elements are adequate but not very original. The layout is consistent, but the visuals could stand out more. Some words need spelling correction.

Poster Design Assessment Table

Poster	Score	Predicate
1	19	Very Good (A)
2	15	Good (B)
3	20	Very Good (A)
4	15	Good (B)
5	15	Good (B)
6	20	Very Good (A)
7	15	Good (B)
8	17	Very Good (A)
9	15	Good (B)
10	18	Very Good (A)
11	15	Good (B)
12	20	Very Good (A)
13	12	Enough (C)
14	19	Very Good (A)
15	13	Good (B)
16	16	Good (B)
17	14	Good (B)
18	20	Very Good (A)
19	15	Good (B)
20	13	Good (B)
21	18	Very Good (A)
22	17	Very Good (A)

Based on the assessment results of 22 educational posters made by Class VII students of SMP Negeri 15 Manado, it can be seen that the majority of participants have been able to convey messages well and in accordance with the theme. Of all the students, most received the predicate Good (B) and Very Good (A), which shows that students have sufficient understanding of the technique of compiling visual information effectively. Creativity also appears quite prominent in several posters, especially those using attractive color combinations, neat layouts, and concise and strong messages. In addition, the use of language in most posters is in accordance with the rules, although there are still some minor errors in spelling and sentence structure.

Overall, the overall design of this poster shows that students are able to combine aspects of visual and verbal literacy harmoniously. This study not only trains technical skills in design, but also fosters students' awareness of educational issues that are important to convey to the public. For future development, participants can be directed to pay more attention to the originality of the design, consistency of visual elements, and the depth of the educational message so that the work becomes stronger and more attractive. Additional guidance in the use of design applications such as Canva can also be an effective strategy to improve the quality of students' work and their ability to design posters.

Based on the research results above, the educational poster design made by Class VII students of SMP Negeri 15 Manado, it can be seen that students' abilities after using the Canva application in making posters can be seen from several aspects produced in research at SMP Negeri 15 Manado. First, the majority of students showed good abilities in conveying messages through their poster designs. This can be seen from the predicates obtained, where most posters received Good (B) and Very Good (A) grades, which indicate students' understanding of the technique of compiling visual information effectively.

Student creativity is also one of the prominent aspects. The use of attractive colors and neat layouts are important factors in attracting the audience's attention. Students are able to combine visual and verbal elements well, although there are still some minor errors in the use of language and spelling. This shows that students not only understand the material being taught, but are also able to apply it in the form of effective visual communication.

In addition, this study shows that students successfully combine visual and verbal literacy. Posters as a visual communication medium provide opportunities for students to express ideas and information in a more interesting and understandable way. This ability is very important in the context of education, where students are required to not only understand the text, but also be able to convey information visually.

The use of the Canva application also has a positive impact on the learning process. With the right tools, students can more easily express their ideas in visual form. This is in line with the development of the era where information and communication technology plays an increasingly important role in education. This application allows students to be creative and produce more attractive designs, thereby improving the quality of the posters produced. However, there are recommendations for future development so that students focus more on design originality. In the world of design, originality is one of the keys to creating outstanding work. By encouraging students to think creatively and produce unique designs, it is hoped that the quality of the work produced will increase. Additional guidance in the use of design applications

such as Canva can also be an effective strategy to improve the quality of students' work and their ability to design posters.

The assessment is based on a rubric that includes the suitability of content, creativity, layout, use of color and images, and language and spelling, providing a clear picture of the aspects that need to be considered in designing a poster. This rubric not only helps in the assessment, but also provides guidance for students to understand the criteria expected in their work. Overall, the results of the study showed that students were able to combine aspects of visual and verbal literacy harmoniously. This learning process not only trains technical skills in design, but also fosters students' awareness of educational issues that are important to convey to the public. By utilizing technology and encouraging student creativity, it is hoped that a generation can be created that is not only academically intelligent, but also has good visual communication skills.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the implementation of the Canva application as an AI-based digital platform provides a significant contribution to learning Indonesian, especially in making educational posters in class VII of SMP Negeri 15 Manado. The use of Canva has been proven to be able to increase creativity, visual literacy skills, and students' understanding in conveying information in an interesting and effective way.

Most students showed excellent work, both in terms of content suitability, layout, use of color, and language and spelling. This reflects that the integration of technology in learning not only facilitates the teaching process but also enriches students' learning experiences. Canva as a visual learning medium is able to encourage students to think critically, work collaboratively, and convey messages in a more communicative and aesthetic way. Although there are some challenges such as spelling errors or lack of originality in design in some works, this can be overcome through ongoing mentoring and increased training in the use of the application. Therefore, it is recommended that Indonesian language teachers and other educators can continue to develop innovative learning strategies based on digital technology to support improving the quality of education in the era of the industrial revolution 4.0. With these positive results, this study is expected to be a reference for the development of learning methods that are more creative, fun, and relevant to the needs of 21st century learning.

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