



Canva Applied in Improving Writing Skill at Vocational High School: A Systematic Literature Review

Muhammad Rizqi Arfanda

Master of English Education Department, Universitas Muhammadiyah Malang, Indonesia

rizqiarfanda10@gmail.com

ABSTRACT

This study explores the application of Canva as a learning medium to enhance writing skills among vocational high school students. With the increasing need for engaging and technology-based media, Canva emerges as a user-friendly and visually appealing tool that supports both teaching and learning processes. Using a qualitative approach and literature review method, the study analyzes three journal articles published between 2019 and 2024 to examine the effectiveness, strengths, and weaknesses of using Canva in writing instruction. The findings reveal that Canva improves students' motivation and writing performance by offering creative templates, multimedia elements, and collaborative features. It allows students to organize ideas more effectively and supports independent as well as interactive learning. However, challenges such as internet connectivity, limited access to premium features, and the need for digital literacy pose barriers to its optimal use. Overall, Canva proves to be an effective medium for enhancing writing instruction in vocational settings when integrated strategically and supported with appropriate training.

Keywords: Canva, writing skill, vocational high school, learning media

Introduction

Learning media holds a significant role in enhancing the teaching and learning process within education (Liando et al., 2022). It acts as a means for teachers to present instructional materials beyond traditional approaches like textbooks or lectures. When used appropriately, learning media can not only support the delivery of content but also improve students' comprehension and participation (Puspitarini & Hanif, 2019). Therefore, teachers are expected to be innovative in choosing media that match the subject matter, as well as the learners' needs and circumstances, in order to create a more engaging and effective learning environment (Dewantara, A. H, et al., 2021).

- In line with the rapid advancement of technology, the integration of technology-based learning tools has become increasingly essential. Technology today serves not only as a complementary tool but also as a core element of modern education. One example of a digital learning tool that can be effectively utilized is Canva. Canva is an online design platform that provides a variety of templates, features, and categories that allow users to create engaging and innovative educational content (Yusuf et al., 2023).

The advantage of Canva lies in its user-friendliness and ability to produce attractive and interactive designs. By using Canva, teachers not only deliver learning materials but also encourage students to develop creativity and skills through visually appealing approaches. Additionally, Canva-based learning media has the potential to make the learning atmosphere more dynamic and less monotonous. With its flexibility, Canva can be used to support learning across various fields of study and educational levels (Lerianis et al., 2023).

However, not all educators use the Canva application as a learning medium. Some teachers still rely on conventional teaching methods without utilizing technology, resulting in a lack of variety in learning. Additionally, teachers who want to use Canva often face challenges, such as limited time to learn its features, lack of training in its use, or limited access to adequate technological tools (Amalia et al., 2024).

On the other hand, students also need adaptation to maximize the benefits of technology-based media like Canva Elsa and Anwar, (2021). Although students are generally more familiar with technology, using Canva for learning still requires teacher guidance to ensure its use is directed and supports the achievement of learning objectives. Therefore, strategic steps are needed to introduce and optimize Canva as a learning medium, including providing training for teachers, ensuring the availability of adequate technological facilities, and integrating Canva into the learning curriculum (Santoso et al., 2024). With the right approach, the use of Canva can be a solution to create more interactive, creative, and effective learning experiences, in line with the demands of the digital era in education.

Considering the previous background, this article aims to provide an overview of the use of Canva media in English language learning: 1) How does the application of Canva as media for teaching writing skill at Vocational High School? 2) What are the strengths and weakness of using Canva as media for teaching writing skill at Vocational High School?

Literature Writing Skill

Writing is an essential form of communication used to express thoughts and ideas. As stated by Nation (2020), writing can be effectively supported through practice in other language skills such as listening, speaking, and reading. This foundational work allows learners to transform receptive vocabulary into productive use. To write effectively, one must also have strong abilities in these three language skills. However, many people find writing challenging due to limited grammar knowledge, a small vocabulary, lack of practice in listening, speaking, and reading, and a fear of expressing their ideas. Writing plays a vital role in English language learning. For EFL learners, it is a key skill that not only strengthens critical thinking but also supports the development of other language

▪competencies. Writing also significantly contributes to language acquisition, as it allows students to convey their emotions, understanding, and thoughts through written expression (Al Khoeri et al., 2023).

In the EFL teaching and learning process, writing is a challenging process because students must be attention about vocabulary, grammar, structure and how to put idea into logical division of ideas (Junianti et al., 2020). So, the basic concept in writing is students will get the opportunity to write well through a process, namely training. The more practice, the more likely students are to be able to write. Writing has a function as communication tools. Essentially pouring ideas, opinions, feelings, desires, and abilities, as well as information into writing. Moreover, writing activity is very important to be taught to students because this activity is not spontaneous activity but it needs more exercise to write in good writing.

Teaching English writing at Indonesia vocational schools refer to the curriculum requirements set by the Ministry of Education, Culture, Research and Technology. According to the Merdeka Curriculum, each subject includes specific learning outcomes that outline the expected competencies (Widodo, H. P., 2018). For English language learning in Phase F (covering grades eleven and twelve) at vocational high schools, students are expected to communicate effectively using oral, written, and visual texts in accordance with the context, purpose, and target audience. During this phase, students engage with a variety of text types, including narrative, descriptive, expository, procedural, argumentative, discussion, and other authentic texts, which serve as core materials for English instruction.

Canva

Canva learning media

Canva is a graphic design tool that offers various templates and user-friendly features, making it accessible for both teachers and students. According to Elsa and Anwar, (2021), Canva's versatility allows it to be used for designing posters, infographics, presentations, and other digital learning resources, which can enhance the learning experience by making materials visually engaging. Visual aids, such as those created using Canva, are critical in improving students' understanding and retention of complex concepts (Rajendran et al., 2023). The integration of graphics with text helps reinforce language structures, vocabulary, and grammar in a way that is easy to comprehend, particularly for visual learners.

Moreover, Canva's capacity to support multimedia content allows teachers to create interactive and dynamic lessons. This flexibility enables educators to cater to various learning styles and preferences. The ability to personalize content based on students' needs and interests can lead to more engaging and relevant lessons, which are crucial in maintaining student motivation (Widiastuti, 2024). Canva's collaborative features, such as shared design projects, also support teamwork and peer interaction, which are valuable for fostering communication skills and language practice (Fitria, 2022). Canva can be effectively integrated into the learning process. According to Smaldino et al., (2012), visual tools in the classroom—including Canva—serve several key functions: they help transform abstract ideas into more tangible concepts, stimulate student motivation, focus learners' attention, reinforce information through repetition, activate prior knowledge,

and ease the learning process. With just a few clicks, Canva allows users to turn conceptual thoughts into clear, visual representations. Furthermore, Canva contributes to a supportive learning atmosphere by providing accessible features that positively influence students' concentration, memory, and overall attitude (Yundayani, 2019).

Advantages and Disadvantages of the Canva Application

According to Tanjung & Faiza (2019) explained regarding the advantages and disadvantages of the Canva application, namely:

First, Canva offers a variety of graphic designs, templates, animations, and attractive page numbers. Second, it enhances teachers' creativity in designing learning materials because Canva provides numerous interesting features. Third, Canva has high image and video resolution, and the templates used for creating PowerPoint presentations can be automatically adjusted for printing in the correct size. Fourth, accessing features and designing in Canva does not require a laptop, as it can also be used with mobile devices.

However, Canva has some fundamental drawbacks, such as requiring an internet connection to access it, and not all features, like templates, are free, as some are paid. The researcher chose to use Canva for creating learning modules because it is user-friendly for all ages and saves teachers time in designing learning module layouts. The creation of learning modules using Canva is focused on designing templates and various elements, while the text content of the modules can be added using Microsoft Word. Although text can be directly added in Canva, using Microsoft Word for text formatting ensures better organization, allowing for adjustments in font size, font type, margins, and more.

Based on the explanation about Canva, it offers many advantages and simplifies the creation of learning media, including learning modules. Moreover, Canva provides additional benefits, such as creating invitation letters, resumes, and other materials.

Methods

This research uses qualitative design using library research with a systematic literature review methodology. Secondary data was used in the data collection process for this investigation. three journal articles, make criteria international journal year 2019-2024 were selected and reviewed to answer the research questions of this study, including Nufus & Adawiyah (2024), Pratiwi et al., (2024) and Ocktalia et al., (2023), Flipped Classroom Assisted Canva to Improve the Writing Reports Skills of Vocational School Students, Canva-based Digital Practical App for Teaching Writing and Utilizing Canva for Students' Writing Improvement in Vocational school - Indonesia: Challenges and Efforts. The objects used in this research are students at vocational school. Students are given learning using Canva media. Researcher collected data in the form of observations and literature studies Data the analysis is carried out so that researchers have a basis for drawing conclusions. The data analysis technique used is descriptive analysis. In this study, the researcher analyzes the literature journals utilized.

Discussion

The application of Canva as media for teaching writing skill at Vocational High School

Based on the results of research conducted by Nufus & Adawiyah (2024). Based on research findings, it can be formulated that by utilizing Canva, students' learning motivation can be improved because it makes the learning process more enjoyable and interesting, and prevents students from feeling bored. This can also be seen from the students' skill in writing procedural texts which are classified as good criteria because 24 out of students got a score above 80. Using Canva as a learning aid in improving students' writing skill provides many conveniences and benefit for English learning, such as the convenience for students in creating desired design such as making posters, infographics, presentations, video templates and more, the creativity development by choosing various templates of text writing, color, size, images, and others are provided and the ease to be reached in all circles. Canva is accessible on various devices, including Android and iPhone through app downloads, or via the Canva website on a personal computer without requiring installation. Additionally, a study by Veronika Unun Pratiwi et al. (2024) found that the use of the Canva application enhanced the ability of Grade 10 students at Taman Siswa Sukoharjo Vocational School in presenting procedural texts. This improvement was reflected in increased student motivation and better learning outcomes across each cycle, as observed by both the researchers and classroom observers. Furthermore, previous studies have demonstrated that Canva can support the development of students' writing skills due to its user-friendly interface. This aligns with findings from Leny Ocktalia et al. (2023), which showed that the use of a flipped classroom model supported by Canva effectively improved vocational students' report writing skills. By integrating Canva, students are provided with a more engaging and interactive platform to improve their report-writing abilities. In this approach, students learn the theoretical aspects of writing reports outside the classroom through digital tools, such as videos and instructional materials, which they can access at their convenience.

The strengths and weakness of using Canva as media for teaching writing skill at Vocational High School

Using Canva as a medium for teaching writing skills in vocational schools has several advantages, namely Canva provides an engaging and visually appealing platform that can capture students' attention and make writing tasks more enjoyable. The interactive nature of the tool encourages students to be creative in their writing, which increases motivation. This was conveyed in research conducted by Nufus & Adawiyah (2024). utilizing Canva, students' learning motivation can be improved because it makes the learning process more enjoyable and interesting, and prevents students from feeling bored. Besides that, Canva is easy to use, even for beginners. The drag-and-drop functionality and a wide variety of templates make it accessible to students with varying levels of digital literacy. Apart from the advantages, the Canva application also has several disadvantages, including those Canva is an online tool, meaning students need a stable internet connection to access and use it effectively. In areas with unreliable internet, this could pose a significant barrier to learning, such as research conducted by Nufus & Adawiyah (2024). On the other hand, there are several obstacles when applying Canva in

- developing writing skill, such as the internet instability and the importance of high creativity when using free features.

Applying Canva in vocational high schools has proven to be a valuable tool in improving students' writing skills. It fosters creativity, engagement, and collaboration, which are critical for their future careers. With proper training and strategic integration, Canva can transform traditional writing lessons into dynamic and enriching learning experiences.

Teachers should combine Canva with teaching strategies that involve collaboration, such as group discussions or joint projects. This approach can enhance students' writing skills and teamwork abilities.

Conclusion

The use of Canva has significantly improved writing skills among vocational high school students by offering an engaging platform that combines text with visual elements—essential for developing 21st-century skills like creativity and communication. Its attractive templates and design tools boost student motivation, making writing more enjoyable and meaningful. Canva also supports better organization of ideas through its visual and drag-and-drop features, helping students create more coherent and structured texts. Additionally, its collaborative tools enable real-time feedback from teachers and peers, encouraging students to revise and improve their work iteratively. Despite these benefits, challenges such as varying digital literacy levels and potential over-reliance on visuals must be addressed. Training for both teachers and students is crucial to ensure effective use, and instruction should maintain a balance between visual engagement and core writing skills.

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