

CHAPTER I

INTRODUCTION

This chapter discusses about background, research question, objective the research, significance of the research, research methodology, and the definition of key terms. They are described as follows.

1.1 Background

The development of technology in the digital world is of course closely related to all areas of life in society, especially in the field of education. As science develops, more and more new technologies emerge which will bring progress to the times. In the world of education, the role of technology is very helpful in making learning a success, both in supporting learning facilities and in obtaining information so that educators can compete with the outside world. Increasingly sophisticated technology allows you to be creative without having to have certain skills or install applications. Canva is a tool that has free mode and regular mode. Freemode can only be used with certain features provided free by Canva, and the free tools are quite simple. Meanwhile, in the regular mode, there are thousands of tools available that can be used by users with various unique features available in the Canva application. Canva was first published on January 1 2012 and was promoted publicly, so on that date Canva also started operating on digital platforms. Melanie Perkins is the CEO or founder of Canva and previously founded Fusion books, which is one of the leading book publishers in Australia. In the first year after Canva was published in early January, Canva operated very rapidly. Designers are starting to use Canva to create visual media and various

other visuals. With that, Canva increased and recorded a user record of 750,000 users.

In 2017 Canva turned five years old, that same year Canva carried out bookkeeping after five years of running. Canva already has 200 employees spread across several offices in Australia and San Francisco. The most income was obtained by users who had premium or regular mode accounts, namely 294,000 users. And in total, Canva has 10 million users with services in up to 169 countries on various continents.

A startup providing online design platform services or called Canva from Australia on June 14 2017 has officially launched its products in Indonesia. This step is a form of commitment to target the Indonesian market through the formation of a local team which will be tasked with ensuring Canva's penetration in this country. One of the strategies they will take includes introducing Canva to social media users, bloggers and small to medium scale business people in Indonesia. The launch of Canva in Indonesia follows a series of large international promotions in various countries. This Sydney-based startup is now available in twenty-five language options with three office locations and one thousand employees spread across various countries. Comparison of the Canva application with other free applications such as Power Point. This second application is thought to be quite practical and easy to use, but the features found in Canva are more interesting than Power Point. In terms of templates themselves, Canva has provided templates that can be used without having to edit them first, so here researchers prefer Canva as an application for creating learning media. The Canva

application is one of the supports for the process of creating learning media, the Canva application provides various kinds of graphic design tools ranging from posters, invitation cards, covers, photo editors and video creation as well as many others, not only that, Canva is also easily accessible, available on desktop or mobile. With this, users can create any design and can do it anytime and anywhere. Learning materials must be made as interesting as possible to make students more interested in receiving learning materials. So, researchers focus on creating electronic-based learning media. Based on the background of this problem, the author formulated the writing in the form of a thesis with the title "Using Canva in Teaching Learning English at SMP Negeri 1 Makale Utara".

1.2 Research Question

Based on this background description above, the researcher is interested conducting research with the title. Does the effective is English language learning media using the Canva application at SMP Negeri 1 Makale Utara?

1.3 Objective Of Research

Based on the problem formulation above, this research aims to. To determine the effectiveness of using English language learning media using the Canva application at SMP Negeri 1 Makale Utara.

1.4 Significance of the research

Based on the objectives to be achieved in this research, it is hoped that the results of this research will provide benefits for all parties involved. The benefits of this research are :

a. Theoretical Benefits

The theoretical benefit expected from this research is that it can add new knowledge about learning in canva media which can be useful in the learning process.

b. Practical Benefits

1) For Teachers

As input and consideration for using canva in teaching learning so that students are more motivated and can improve good results in class VIII english subjects at SMP Negeri 1 Makale Utara.

2) For student

With this canva media, it is hoped that it can attract students' attention during learning so that it can improve student learning outcomes in arts and culture subjects.

3) For Researchers

Can provide new knowledge, as a reference and the results of this research can be used as material for consideration and input for further research on the same matter.

1.5 Research Methodology

The type of research used in this research is an experimental type with the approach used in this research being a Quantitative Approach. According to Sugiyono (2019:110) experimental research is a quantitative method, used especially if the researcher wants to conduct an experiment to find the effect of an

independent variable/treatment/certain treatment on the dependent variable/result/output under controlled conditions.

Quantitative Research can be interpreted as a research method that is based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing hypotheses that have been established. set.

1.6 Key Terms Definition

Learning media canva is a tool that helps in the learning process both internally as well as outside the classroom which emphasizes visuals and audio. Instructional Media used for communication and interaction between teachers and students learning process. Interactive media usually refers to digital products and services a computer-based system that responds to user actions by presenting content such as text, moving images, animation, video, audio and video games. Learning outcomes are changes in behavior obtained by students after experiencing learning activities.