



EVALUATION OF THE USE CANVA MEDIA IN LEARNING TO WRITE ANECDOTAL TEXTS: A LITERATURE STUDY

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ABSTRACT

This article aims to assess the use of Canva media as a medium in learning to write anecdote texts. This study was conducted through a literature study of a number of literatures relevant to the topic of using learning media, Canva media, and anecdote text writing skills in the context of Indonesian language learning. Writing anecdote text is a language skill that requires creativity and interesting presentation skills, so it requires learning media that is not only oriented towards delivering material, but also stimulating ideas and student involvement. Through the use of Canva media, teachers can facilitate a more visual, interactive and structured learning process. The results of this study are expected to show that the use of Canva media can increase students' learning motivation, facilitate the preparation of story outlines, and provide an overview of the potential of graphic design technology in supporting writing learning.

Keywords: learning media; Canva; anecdote text writing

INTRODUCTION

Writing proficiency stands as a fundamental pillar within Indonesian language education, representing a complex cognitive endeavor that transcends mere transcription. It encompasses intricate processes of creative ideation, logical structuring of thoughts, and the effective presentation of information. This multifaceted nature necessitates innovative pedagogical approaches to ensure comprehensive skill development.

Among the diverse text genres within the curriculum, anecdotal texts hold a distinctive position. Defined as concise narratives that are both humorous and entertaining, they frequently embed implicit satire or criticism pertaining to social phenomena, prevailing policies, or even prominent public figures. This inherent dual characteristic combining levity with critique demands a high degree of creativity from students in presenting their ideas and criticisms in a manner that is simultaneously light-hearted, clever, and impactful.

Despite the critical importance of anecdotal writing, its instruction often encounters significant pedagogical hurdles. Students commonly experience difficulties during the pre-writing phase, particularly in generating original and relevant ideas. Challenges also arise in the writing stage, such such as organizing a coherent and engaging storyline, and artfully conveying satire without appearing condescending. Traditional learning methodologies, which can be conventional and monotonous, tend to diminish student motivation, impede the exploration of creative ideas, and ultimately constrain the optimal development of writing abilities. This highlights a pressing need for learning media that transcends simple material delivery, actively stimulating ideation, enhancing interactivity, and facilitating the uninhibited expression of student creativity.

The rapid advancements in digital technology have introduced a plethora of tools capable of integration into the learning process. Among these, online graphic design applications like Canva have garnered considerable attention. Canva's widespread popularity stems from its intuitive interface and user-friendly design, which enables individuals, even those without professional design expertise, to rapidly produce visually compelling designs. The extensive potential of Canva in supporting various facets of learning, particularly in the domain of writing, warrants thorough exploration and analytical scrutiny. The integration of such tools is not merely an enhancement but potentially a necessary adaptation to the cognitive and learning preferences of contemporary students. Given that students, especially the digital generation, exhibit a high responsiveness to tools that facilitate visual creativity, conventional, text-centric writing instruction may inadvertently disengage learners accustomed to rich, interactive digital environments. This situation necessitates an evolution in pedagogical approaches, moving towards multimodal literacies where visual communication is as integral as textual expression. Canva thus emerges as a vital technological intervention to bridge the existing pedagogical gap, offering visual and interactive pathways that directly address the identified creative and organizational obstacles in anecdotal writing.

METHOD

This research adopts a comprehensive literature review method. This approach was chosen to analyze, synthesize, and evaluate relevant information from various published academic and non-academic sources. According to Creswell (2014) in *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, a literature review is a systematic process of identifying, evaluating, and synthesizing relevant research in a topic to provide a comprehensive overview and identify research gaps.

The stages of this research methodology include: first, Keyword Identification, which involves identifying relevant keywords such as "learning media", "Canva", "anecdote text writing", "Indonesian language learning", "creativity in writing", and "educational technology". Second, Data Source Search, conducting systematic searches in various scientific databases (e.g., Google Scholar, ScienceDirect, ERIC), educational journals, seminar proceedings, relevant textbooks, and online articles from credible educational websites, with a focus on literature relevant to the topics of using learning media, Canva media, and anecdote text writing skills in the context of Indonesian language learning. Third, Source Selection and Screening, analyzing the title, abstract, and introduction of each source to determine its relevance, eliminating irrelevant or non-credible sources. Fourth, Data Extraction, involving in-depth reading of selected sources and extracting key information related to Canva's effectiveness in supporting anecdote text writing, student challenges, and proposed learning strategies. Fifth, Information Analysis and Synthesis, critically analyzing findings from each source, identifying patterns, similarities, differences, and gaps in existing literature, and grouping relevant information by main themes. Finally, Drafting the Article, synthesizing all analyzed information into a coherent article structure, with arguments supported by evidence from referenced literature.

This literature study approach allows researchers to gain a deep understanding of the phenomenon under study without the need to conduct primary data collection, but rather utilize the wealth of knowledge that already exists.



RESULTS AND DISCUSSION

Results

1. Understanding Anecdotal Texts and Learning Media

An anecdotal text is fundamentally a short story designed to both entertain and satirize. Its etymological roots trace back to the Greek word "anekdoton," meaning "unpublished," originally referring to personal narratives not intended for formal dissemination. In an educational context, an anecdote is characterized as a humorous and engaging short story that embeds criticism of social conditions, political landscapes, or individual and group behaviors.

The structure of an anecdotal text typically comprises five distinct components: Abstraction, which is the initial segment providing a concise overview of the text's content; Orientation, introducing the background context, the characters involved, and the inception of the events; Crisis, representing the core of the narrative and containing the main conflict or problem, often manifesting as an irregularity or anomaly that serves as the foundation for both humor and satire; Reaction, describing the response to the crisis, frequently detailing the characters' resolution or reaction to the presented problem; and Coda, the concluding section, which offers a summary or a moral message, capable of being either humorous or a more direct form of criticism.

Mastering the art of writing anecdotal texts extends beyond merely comprehending this structure. It necessitates the ability to cultivate original ideas, skillfully integrate elements of humor, and articulate criticism in a subtle yet impactful manner. A significant challenge often encountered by students is the identification of a compelling "crisis" and its subsequent transformation into a narrative that is both amusing and profoundly meaningful.

Learning media encompasses any tool or material employed to facilitate communication and interaction between educators and students, thereby ensuring the effective transmission of learning messages. As articulated by Brown, Lewis, & Harclerod (1977), learning media is broadly defined as anything capable of channeling messages, stimulating cognitive processes, emotional responses, attention, and the willingness of students to engage in the learning process.

The role of learning media is pivotal in cultivating a meaningful educational experience, serving several key functions. Firstly, it leads to Increased Learning Motivation, as visually appealing and interactive media inherently captivate students' interest and enthusiasm for learning, aligning with Bandura's (1986) social cognitive theory which suggests motivation can be amplified through vicarious reinforcement and enhanced self-efficacy. Secondly, it enables Simplified Concept Understanding, as complex subject matter can be effectively visualized or simplified through media, rendering it more accessible and comprehensible for learners. Thirdly, media aids in Overcoming Space and Time Limitations, with digital media offering the flexibility for learning to occur irrespective of geographical location or temporal constraints. Fourthly, it contributes to Improved Memory Retention, as information presented through visual or audio-visual modalities tends to be more readily recalled, a phenomenon substantiated by Paivio's Dual-Coding theory (1986). Lastly, a varied array of media allows for Accommodation of Diverse Learning Styles, catering to students who possess visual, auditory, or kinesthetic learning preferences.

Within the specific context of writing instruction, media serves as a potent stimulant for generating ideas, an invaluable aid for organizing thoughts, a means to visualize the narrative trajectory, and a platform for presenting the final written product.

The distinct, sequential structure of anecdotal texts, comprising elements such as abstraction, orientation, crisis, reaction, and coda, exhibits a strong amenability to visual representation. Each structural component can be mapped to a visual element or a sequence, thereby transforming the abstract concept of "structure" into a concrete and more easily internalized form. This inherent compatibility suggests that visual media is particularly well-suited for anecdote writing, enabling students to visually apprehend the flow of their narrative, which serves as a powerful cognitive support for intricate writing tasks. This symbiotic relationship between anecdote structure and visual media facilitates a deeper understanding and application of the genre's demands.

2. Canva as a Pedagogical Tool

Canva, a web-based graphic design platform launched in 2013, was founded with the overarching mission to "empower the world to design." Its primary strength lies in its remarkably simple interface and intuitive drag-and-drop features, which enable individuals, even those without professional design expertise, to rapidly produce visually compelling designs. The platform offers an extensive library comprising thousands of pre-designed templates, millions of customizable stock photos, a rich assortment of icons, illustrations, fonts, and a myriad of other design elements.

In the realm of education, Canva extends its utility by offering free educational accounts to both teachers and students, providing unfettered access to all premium features. This significantly enhances its applicability and value within learning environments. Canva's potential as a learning medium is expansive and multifaceted, encompassing several key areas. It supports the Creation of Teaching Materials, allowing educators to design highly engaging presentations, informative infographics, educational posters, worksheets, and visual learning modules. It also facilitates Student Creative Projects, as students can utilize Canva as a versatile tool for developing project posters, data infographics, research presentations, visually appealing book covers, class newsletters, and even digital comics. Furthermore, Canva aids in Concept Visualization, where abstract concepts, intricate diagrams, or complex process flows can be effectively visualized, aiding comprehension and retention. Lastly, its Project Collaboration feature allows students to work concurrently on a single design in real-time, thereby fostering essential teamwork skills.

Specifically, Canva's relevance to the instruction of anecdotal text writing is underscored by its inherent capacity to facilitate the visualization of ideas and enable the attractive presentation of written outputs. The skill of crafting anecdotal texts necessitates both creativity and engaging presentation abilities, thereby requiring learning media that not only delivers core material but also actively stimulates ideas and deepens student involvement. Through the strategic deployment of Canva, educators can cultivate a learning process that is markedly more visual, interactive, and structurally organized.

The intuitive interface and drag-and-drop functionalities of Canva are instrumental in democratizing graphic design, effectively removing a significant barrier that historically limited visual communication to individuals possessing specialized software or extensive training. This accessibility profoundly impacts student agency within an educational context, empowering them with greater control over the presentation of their ideas. No longer confined to purely textual output, students can express themselves through multimodal channels, fostering a heightened sense of ownership and pride in their work. This, in turn, reinforces intrinsic motivation and promotes deeper engagement. The pedagogical shift moves beyond merely "writing" to



encompass "communicating effectively through multiple literacies," preparing students for the diverse communication demands of the modern world.

3. Canva's Impact on Anecdote Text Writing

Based on a comprehensive analysis of the existing literature, the integration of Canva media presents various significant advantages in the learning process for writing anecdotal texts. These findings consistently support the proposition that Canva serves as an invaluable instrument for students to master this distinctive genre. The application of Canva media is anticipated to enhance student learning motivation, streamline the development of story outlines, and provide a clear demonstration of graphic design technology in supporting writing instruction.

4. Enhancing Student Motivation and Engagement

The integration of Canva into the learning environment demonstrably leads to a significant increase in student learning motivation and engagement. Learning experiences mediated by visual and interactive elements are inherently more captivating and less monotonous compared to conventional lecture-based instruction. Students, particularly those belonging to the digital generation, exhibit a pronounced responsiveness to tools that empower them with visual creative capabilities.

Canva, with its intuitive interface and extensive array of design options, fundamentally transforms students' perception of the anecdote writing task. What might otherwise be perceived as a burdensome academic exercise becomes an enjoyable and creative project. When students are afforded the autonomy to select templates, design elements, color palettes, and fonts, they experience a heightened sense of control over their learning process. This autonomy, in turn, cultivates intrinsic motivation and fosters active participation in the task. The interactivity Canva further encourages students to explore and experiment with their ideas, thereby rendering the learning process more dynamic.

This emphasis on engaging and interactive learning design aligns seamlessly with the principles of Constructivism, as articulated by Piaget (1936/1952) and Vygotsky (1978), which emphasizes that students construct their own knowledge through active interaction with their learning environment. The immediate, tangible output facilitated by Canva's user-friendly design allows students to quickly visualize their ideas. This rapid gratification from seeing their creative concepts manifest visually can serve as a potent form of vicarious reinforcement and significantly bolster self-efficacy, consistent with Bandura's (1986) social cognitive theory. Enhanced self-efficacy subsequently encourages students to undertake greater creative risks, fostering a willingness to explore and experiment with their ideas. This creates a self-reinforcing cycle where the ease of creation leads to observable success, which in turn fuels motivation and prompts further experimentation and deeper engagement. The immediate, tangible output provided by user-friendly graphic design tools can thus establish a powerful, positive motivational cycle, transforming perceived difficulties into a sense of accomplishment and nurturing a growth mindset in complex creative endeavors like writing.

5. Facilitating Idea Outlining and Organization

A prevalent challenge in composing anecdotal texts lies in the development of a storyline that is not only logical and coherent but also effective in conveying both

criticism and humor. Canva emerges as an exceptionally effective instrument in the pre-writing phase, specifically in facilitating the outlining and organization of ideas.

Students can leverage several of Canva's features to overcome these organizational hurdles. Firstly, through Visual Mind Mapping, Canva provides a variety of templates that students can utilize to brainstorm initial ideas, allowing them to visually represent key elements of their anecdote—such as characters, setting, the central problem, resolution, and the underlying critique message—in the form of interconnected graphics, a visual approach significantly aiding non-linear thought organization, supported by Buzan's (1991) research. Secondly, by employing Digital Storyboarding with Canva's presentation templates or image collages, students can construct a visual storyboard for each distinct section of the anecdote (abstraction, orientation, crisis, reaction, coda), dedicating each slide or frame to representing a specific section with images or icons and concise bullet points summarizing main ideas, which assists in visualizing the narrative flow before full written form. Lastly, an Interactive Text Structure Guide can be designed and shared by educators using infographic templates within Canva that visually delineate the anecdote text structure, allowing students to populate these templates with their specific story points, aligning them with corresponding structural components, a guided approach proving immensely beneficial in alleviating confusion during idea organization.

Canva's contribution extends beyond merely simplifying the outlining process; it actively encourages students to engage in visual thinking regarding the progression of their anecdotal narrative. Traditional outlining often imposes a linear, text-based approach, which can be restrictive for creative thought. Canva's tools, however, enable non-linear thought organization and allow students to visually apprehend the narrative flow. This transition from a purely verbal to a multimodal (verbal and visual) processing approach aligns with Paivio's Dual-Coding theory, which suggests that ideas are more effectively processed and retained when represented through both linguistic and non-linguistic channels. The capacity to visually manipulate ideas prior to textual composition can activate distinct cognitive pathways for problem-solving and creative synthesis, particularly beneficial for addressing the challenging "crisis" element within an anecdote. This reduction in cognitive burden allows students to dedicate more mental resources to the creative dimensions of anecdote writing, such as developing original concepts for the "crisis" and crafting subtle satire, rather than being preoccupied with structural anxieties. The focus thus shifts from the mechanics of structure to the substance of creative expression.

6. Improving Visualization and Creative Presentation

Anecdotal texts, although primarily textual, frequently achieve a greater impact when augmented with visual support. Canva empowers students to creatively integrate visual elements into the presentation of their anecdotal texts, thereby significantly enhancing the appeal and communicative effectiveness of the conveyed message.

Several methods by which students can utilize Canva for compelling presentations include: creating a Digital Anecdote Poster, where students design an aesthetically pleasing digital poster with the anecdote text presented within an engaging layout, complemented by illustrations, icons, or images pertinent to the story's content, an attractive design instrumental in capturing the reader's attention and rendering the anecdote more memorable. Another method is an Interactive Presentation, leveraging Canva's presentation features to display their anecdotal text with dynamic transition



effects, seamlessly integrating images, short videos, or even audio elements, transforming the act of reading the text into a more immersive and captivating experience for the audience. Finally, students can create Short Anecdote **Comics**, as Canva offers a diverse array of elements and templates that facilitate the creation of simple comics, allowing students to adapt an anecdotal text into a short comic strip format with each panel representing a distinct part of the anecdote, a visual format particularly effective for conveying humor and satire, especially for students who exhibit strong visual intelligence.

This integration of visual elements not only enriches the audience's experience but also encourages students to engage in creative thinking about the most effective ways to communicate their anecdote's message beyond purely written text. Furthermore, it actively contributes to the development of students' visual literacy skills, which are increasingly vital in the digital age. This approach is consistent with Marzano's (2007) perspective, which posits that the use of non-linguistic (visual) representations can significantly enhance both the understanding and retention of information.

Anecdotal texts are intended to convey "implicit satire or criticism". The capacity of Canva to enable "creative integration of visual elements" and the "highly effective" visual conveyance of humor and satire suggests that these visual components serve as a powerful amplification mechanism for the subtle humor and critique inherent in anecdotal narratives. Visual cues, such as ironic imagery, character expressions, or depictions of situational absurdity, can transmit meaning more immediately and universally than text alone. This means that Canva does not merely enhance the aesthetic appeal of the presentation; it fundamentally strengthens the core message of the anecdote, making the critique more potent and memorable. It improves the communicative efficacy of the text by leveraging multimodal channels, potentially leading to a deeper comprehension and retention of the social commentary. This represents a move beyond traditional textual literacy towards a more comprehensive understanding of multimodal rhetoric, where students learn to strategically combine linguistic and visual elements to achieve specific communicative and persuasive outcomes, thereby expanding their literacy skills beyond conventional written forms to encompass broader digital communication competencies.

Table 1: Summary of Canva's Benefits in Anecdote Text Writing

Area of Impact	Specific Benefits / Canva Features	Supporting Pedagogical Concepts/Theories	Evidence/Explanation
Student Motivation & Engagement	Transforms task into creative project; Intuitive interface; Autonomy in design choices (templates, fonts, colors); Interactive exploration.	Constructivism (Piaget, Vygotsky); Social Cognitive Theory (Bandura - self-efficacy, vicarious reinforcement).	Students feel control, increasing intrinsic motivation; Digital natives respond to visual creativity; Rapid gratification from visible output fuels engagement
Idea Outlining & Organization	Visual Mind Mapping templates; Digital Storyboarding with presentation/image collages; Interactive Text Structure Guides.	Cognitive Load Theory (reduction); Dual-Coding Theory (Paivio); Buzan's Mind Mapping Research.	Simplifies complex ideation and structuring; Enables non-linear thought organization; Helps visualize narrative flow before writing; Reduces mental effort on structure, freeing resources for creativity.

Creative Presentation & Impact	Digital Anecdote Posters; Interactive Presentations (transitions, multimedia integration); Short Anecdote Comics.	Dual-Coding Theory (Paivio); Marzano's Non-Linguistic Representations; Multimodal Rhetoric.	Enhances aesthetic appeal and message effectiveness; Makes anecdotes more memorable; Facilitates visual conveyance of humor/satire; Develops visual literacy skills crucial for digital communication.
Broader Skill Development	Bridging writing and visual abilities; Equipping students with 21st-century digital skills (content creation, design principles, collaboration).	21st-Century Skills Framework; Literacy; Thinking.	Shifts teaching paradigm to integrate technology as a creative medium; Prepares students for future workforce demands; Empowers expression beyond pure text.

7. Broader Implications of Graphic Design Technology in Writing Learning

The integration of graphic design technology, such as Canva, into writing education signifies a profound shift in teaching methodologies. This evolution moves beyond technology's traditional role as a mere administrative tool, positioning it instead as a dynamic creative medium capable of substantially enhancing the quality of learning.

Canva effectively bridges the historical divide between writing ability and visual ability. This bridging capability allows students with diverse learning styles to fully develop their potential. This is particularly advantageous for learners who may encounter difficulties in expressing themselves solely through conventional written text, as Canva provides novel avenues for expression through visual design. The accessibility of Canva's design tools, which do not require professional design skills, democratizes the act of visual communication. This removal of a significant technical barrier empowers students by granting them greater agency over the multimodal presentation of their ideas. They are no longer confined to purely textual output but can engage in expressive forms that blend linguistic and visual elements, fostering a deeper sense of ownership and pride in their work, which in turn reinforces motivation and engagement.

Furthermore, the systematic integration of applications like Canva equips students with essential digital skills that are highly pertinent in the 21st century. These competencies, which are increasingly valued in both professional environments and daily life, encompass the capacity to create engaging visual content, comprehend fundamental design principles, and effectively collaborate on digital projects. Consequently, the process of learning to write anecdotal texts with Canva not only refines traditional writing skills but also proactively prepares students for future challenges by cultivating these critical digital literacies. The utilization of such tools represents a pedagogical paradigm shift, where writing instruction expands to embrace a comprehensive understanding of communication that integrates visual, digital, and linguistic competencies. This approach fosters a deeper understanding of multimodal rhetoric, enabling students to strategically combine textual and visual elements to achieve specific communicative and persuasive effects, thereby extending their literacy beyond conventional written forms.

CONCLUSION

This literature study unequivocally demonstrates the substantial and transformative potential of Canva media as an innovative tool for enhancing the learning experience of writing anecdotal texts. The consistent findings indicate that integrating Canva significantly elevates students' learning motivation, shifting their perception of the



writing task towards a more positive and enjoyable engagement. Furthermore, Canva proves instrumental in facilitating a more structured and visually intuitive process for outlining anecdotes, thereby assisting students in organizing their often-complex ideas with greater clarity and coherence.

Crucially, Canva provides an accessible and robust platform for students to present their written work in highly appealing and creative visual formats. This capability ensures that the core message of humor and criticism, inherent in anecdotal narratives, can be conveyed with enhanced effectiveness and memorability to the intended audience. The observed benefits, ranging from increased student engagement to improved organizational skills and sophisticated presentation, collectively underscore the profound impact of graphic design technology in supporting writing learning.

The utilization of Canva media not only refines traditional writing competencies but also fosters a holistic development in students, encompassing critical thinking through the nuanced application of satire, enhanced creativity in ideation and expression, and the acquisition of vital digital literacy skills. This prepares students for a future where communication is increasingly multimodal and demands proficiency across various digital platforms. The study's findings reinforce the notion that Canva is not merely an auxiliary tool but a pivotal element capable of driving modern language education forward, empowering students to become more effective, creative, and digitally fluent communicators.

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