

Perception of The Ease of Use of Canva for Presentations by Students at Sukadana State High School 3

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Abstract: This study tries to explore the perceptions of SMA Negeri 3 Sukadana students towards the ease of use of Canva as a tool in making presentations using the growing technology and the need for attractive presentations, Graphic design applications such as Canva have become popular among students. However, perceptions of the ease of use still vary and require a more in-depth study. The main problem in this study is how students' perceptions or views of the ease of use of Canva and the extent to which Canva helps SMA Negeri 3 Sukadana students to develop effective and interesting presentations. This study also aims to determine what factors influence students' views regarding their perceived ease of use, such as the quality of the user interface, the quality of the features provided, and the level of technological skills of students. The method used in this research is a descriptive survey with a quantitative approach. Data was collected through a questionnaire distributed to 64 students in grades X and XI who have used Canva in making presentations. The questionnaire consists of several sections that measure perceptions of the ease of use, satisfaction, proficiency and effectiveness of Canva in the process of making presentations. The data obtained was then statistically analyzed to get an overall picture of perception. The results showed that most students felt that Canva was easy to use and helped them in creating interesting presentations. Most respondents (90.7%) said that the Canva application was easy to use or very easy to use. This shows that Canva has created an interface that is easy to use and accessible to many people. 96.9% of users stated that they were satisfied or very satisfied with Canva's ability to create presentations, only 3.1% expressed dissatisfaction, indicating that in general Canva succeeded in meeting user expectations in this aspect. Retrieved from

Keywords: Perception; Ease of use; Canva, Presentation; High school students.

Introduction

In the modern era of information and communication technology (ICT), many aspects of life have changed, including education. The use of digital tools in learning, such as graphic design applications, is increasingly important for improving students' skills in conveying information. Canva, a web-based graphic design platform with many easy-to-use templates, has been used in education to help students create engaging and interactive visual content, which is expected to increase student participation and understanding of what they are learning. With an easy-to-use interface and features designed for users of all skill levels, including beginners, Canva offers high usability. In the hope of helping students deliver material in a more creative and efficient way, SMA Negeri 3 Sukadana has introduced Canva as a presentation tool. So far, there has been no in-depth research looking at how students perceive Canva's ease of use for creating presentations.

Previous studies have shown that users' perceptions of the ease of use of technology (perceived ease of use) and their satisfaction with new technology influence their level of adoption and satisfaction. The Technology Acceptance Model (TAM) developed by Davis explains that the two main factors that determine user acceptance of new technology are their perceptions of ease of use (perceived ease of use) and usefulness (perceived usefulness). In situations like this, it is very important to study how students view Canva as an easy-to-use tool. This will help us understand how this tool can be optimized for the learning process at SMA Negeri 3 Sukadana. Several studies have investigated the use of Canva in an educational context. For example, Setiawan and Kusuma (2021) found Canva to be effective in improving students' design skills and facilitating the visual learning process. Another study by Sari and Pratama (2022) found that the easy-to-use interface and various attractive templates made students more motivated and confident when using it for presentation assignments. Further research is needed to understand how students' perceptions of the ease of use of Canva as a tool for creating presentations vary depending on their learning context and environment. Therefore, this study focuses on analyzing the perceptions of students at Sukadana 3 Public High School regarding the ease of use of Canva as a tool for creating presentations, as well as the factors that influence the use of Canva in education as a whole.

Based on the background described above, the research questions in this study are as follows:

1. How do students at Sukadana 3 Public High School view the ease of use of Canva as a tool to help them prepare presentations?
2. What factors influence students' perceptions of using Canva for presentations?
3. To what extent does Canva facilitate students during the process of creating presentations at school?

This study has several objectives, including:

1. Identifying the perceptions of students at Sukadana State High School 3 regarding the ease of use of Canva as a tool for creating presentations.
2. Analyzing the factors that influence students' perceptions of using Canva.
3. Assessing Canva's contribution in facilitating the process of creating presentations in a school environment.

This study is expected to provide both theoretical and practical benefits. Theoretically, this research can add to the literature and insights on the use of digital technology in education, particularly the use of Canva as a learning tool. Practically, the results of this research can provide useful information for teachers and schools in choosing appropriate and effective learning tools for students. In addition, the results of this research can also be a reference for application developers such as Canva to continue to improve their features to better suit the needs of users in the field of education.

Methods

This section describes the research methodology used in this study, including the type of research, population and sample, data collection techniques, and data analysis techniques. A systematic and structured approach is expected to produce valid and reliable data to answer the research questions outlined above. This study uses a quantitative approach with a descriptive survey method. This method was chosen to describe the perceptions of students at Sukadana 3 Public High School regarding the ease of using Canva as a tool for creating presentations. Descriptive surveys allow researchers to collect numerical data that can be analyzed statistically to identify patterns and trends in perceptions among students. The population in this study was all students of Sukadana State Senior High School 3 who had used Canva for presentation purposes in learning activities. Based on school data, the target population was students in grades X and XI, with a total population of 64 students. According to Arikunto (2016: 104), if the population is less than 100 people, the sample size is taken as a whole. Thus, the sample for this study is all 64 students in grades X and XI. By taking the entire population as the sample, it is expected that the results obtained will be very accurate.

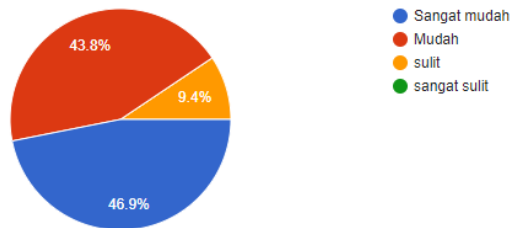
Results And Discussion

The researchers asked 64 respondents who constituted the entire sample in the simple study, for question. The first question was:

Apakah anda dapat dengan mudah mengakses aplikasi Canva?



64 responses



Respondent Answer Distribution Table:

Level of Accessibility	Number of Respondents	Percentage (%)
Easy	28	43,8
Very easy	30	46,9
Difficult	6	9,4
Total	64	100

Data Analysis

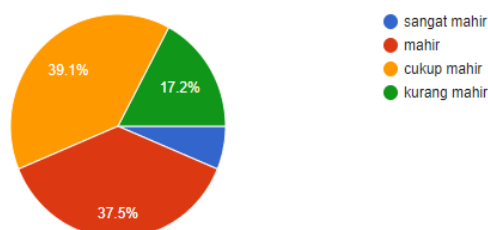
Easy (43.8%): 28 out of 64 respondents (43.8%) said that the Canva app is easy to use, indicating that nearly half of them feel comfortable using it. Very Easy (46.9%): The largest group of respondents, 30 people, said that the Canva app is very easy to use. This shows that most respondents had a very good experience with it. Although this group is small, these findings should be taken into consideration, especially in terms of efforts to improve the user experience.

Second question :

Apakah anda mahir menggunakan aplikasi canva untuk membuat presentasi



64 responses



Respondent Answer Distribution Table:

Skill level	Number of Respondents	Percentage (%)
Very Proficient	4	6,3
Proficient	24	37,5
Moderately Proficient	25	39,1
Less Proficient	11	17,2
Total	64	100

Data Analysis

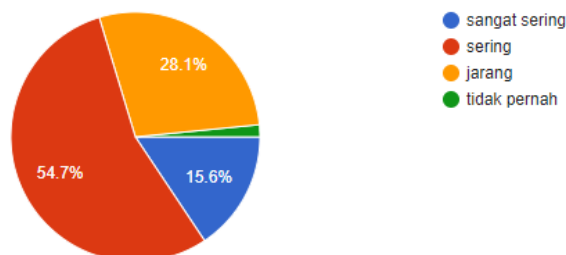
Proficient (37.5%): A total of 24 respondents (37.5%) felt proficient in using Canva, which was the second largest group and showed that only a small percentage of users were highly proficient with the application. This indicates that more than a third of respondents had sufficient confidence in their ability to use it. Most respondents showed an intermediate level of proficiency, indicating that they understand the basics but may need to learn more to reach full capability. **Less Proficient (17.2%):** Nine of the eleven respondents (or 17.2%) admitted that they are less proficient in using Canva. This indicates that there is a need for improving students' skills in using Canva for learning.

Third question:

Apakah anda sering menggunakan aplikasi canva?



64 responses



Respondent Answer Distribution Table:

Frequency of Use	Number of Respondents	Percentage
Very often	10	15,6
Often	35	54,7
Rarely	18	28,1
Never	1	1,6
Total	64	100

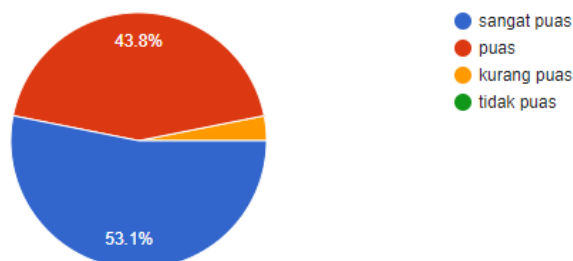
Data Analysis

Very Often (15.6%): Ten out of 64 respondents (15.6%) said they use Canva very often. This shows that a small group is very familiar with the application and uses it frequently in their activities. **Frequently (54.7%):** The majority of respondents, 35 people, or 54 percent, stated that they use Canva frequently, indicating that this application is an important tool in their daily activities. **Another 18 people, or 28.1%,** stated that they rarely use it. This may be because they have occasional experience or need to use it. **Never (1.6%):** Only 1 person (1.6%) said they never use Canva. This shows that almost all respondents have used this application, albeit to varying degrees.

Question four:

Apakah anda merasa puas menggunakan canva dalam membuat presentasi?

64 responses



Respondent Answer Distribution Table:

Satisfaction Level	Number of Respondents	Percentage
Very Satisfied	34	53,1
Satisfied	28	43,8
Not Satisfied	2	3,1
Total	64	100

Data Analysis

Very Satisfied (53.1%): 34 out of 64 respondents, or 53.1%, stated that they were very satisfied with using Canva to create their presentations. This shows that more than half of the respondents found Canva very helpful in creating attractive and effective presentations. Satisfied (43.8%): A total of 28 people, or 43.8%, reported that they were satisfied with Canva. Although they were not completely satisfied, they were still very pleased with the application and felt that there was room for improvement. Dissatisfied (3.1%): Only 2 of the respondents (3.1%) stated that they were dissatisfied. This shows that some users may have encountered difficulties or had high expectations of the application.

Conclusion

The purpose of this study was to assess respondents' perceptions and experiences with the Canva application, particularly in relation to ease of access, capabilities, frequency of use, and level of satisfaction in creating presentations. These are the conclusions from the data collected from 64 respondents:

1. **Ease of Access:** Most respondents (90.7%) said that the Canva app is easy to use or very easy to use. This shows that Canva has created an interface that is easy to use and accessible to many people.
2. **Proficiency Level:** Most respondents considered themselves fairly proficient (39.1%) or proficient (37.5%) in using Canva, but only a few considered themselves very proficient (6.3%), and 17.2% considered themselves less than proficient. This shows that while most users have adequate skills, some users may need to improve their skills.
3. **Frequency of Use:** Most respondents use Canva frequently, with 70.3% of them saying they use it often or very often. This shows that Canva is an important tool for the majority of respondents and that they use it regularly in their daily activities.

4. Level of Satisfaction in Creating Presentations: 96.9% of users stated that they were satisfied or very satisfied with Canva's ability to create presentations; only 3.1% expressed dissatisfaction, indicating that Canva generally meets user expectations in this regard.

Overall, the results of the study show that Canva is a popular application that is easily accessible and widely used by the majority of respondents. In addition, users feel quite proficient in using it and are very satisfied with its presentation capabilities. However, there is evidence that improving the skills of users who feel less proficient could be a focus for improving the overall user experience.

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