Empowerment of Early Childhood Education Teachers Through Training in the Use of Canva for Creating Teaching Media

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Sections Info	ABSTRACT
	Objective: To enhance teachers' creativity in creating poster-based learning media by training them to use the Canva application, focusing on the flipped classroom method. *Method:* The training was conducted at SMA Muhammadiyah 2 Sidoarjo on August 21, 2024, targeting IGABA teachers. Following the training, a mentoring program ran from August 22 to 27, 2024, to assist teachers in designing poster media. Evaluation encompassed three aspects: material usefulness, flipped classroom implementation, and creativity in design. *Results:* The training significantly improved teachers' understanding and skills in utilizing Canva for learning media. Participants demonstrated enhanced creativity and innovation, contributing to improved learning quality and increased student motivation. *Novelty:* This initiative integrates Canva application training with the flipped classroom approach to foster creativity among early childhood education teachers, addressing the need for innovative teaching strategies in the digital era.

INTRODUCTION

Lecturers develop their knowledge through community service activities. Community service activities, or community dedication, are one form of knowledge development carried out by lecturers to provide direct contributions to society. This activity usually involves the application of science and technology to solve problems faced by the community. Not only for oneself, but also a form of responsibility towards the development of the knowledge they possess [1]. Through training and development, they can create relevant programs, such as digital skills training, which enable marginalized communities to access better job opportunities. Lecturers are the spearhead of higher education institutions in the implementation of their tri dharma. Lecturers should bring their university to the outside world through research and community service [2]. The purpose of community service in higher education is that lecturers play an important role in creating technological innovations that support economic development and address social challenges. Through activities such as training and workshops, they can empower marginalized communities and ensure the sustainability of knowledge. Collaboration between academics and the community is key to achieving inclusive and sustainable progress in the digital era [3]. Opportunities arise to explore interdisciplinary literature in understanding how entrepreneurs from marginalized communities acquire digital skills and knowledge when starting a business [4]. Thus, the importance of information technology in the training and service of lecturers becomes

key to empowering marginalized communities through digital skills training, which supports innovation and creates inclusive economic opportunities.

The presence of technology has certainly dominated various segments of society, especially in the 4.0 era or the digital industry era like now. There have been many community activities that utilize technology as the easiest basis in their lives. One of them is the utilization of technology in the field of information and communication [5]. Information Technology is information technology that unites high-speed computing and communication for data, voice, and video. Information technology plays a crucial role in replacing, enhancing, and restructuring the human role in various tasks and processes. Not to mention the delivery of material to students, learning activities also utilize the presence of information technology [6]. One of them, which is often used nowadays, is the Canva application. Canva is an online design application that includes various designs such as posters, graphics, brochures, presentations, logos, videos, book covers, and more, and it can also connect with our social media [7]. This Canva application aims to assist teachers and school students in conducting technology-based learning, skills, and creativity, as this application will make it easier for students to visualize the material taught by teachers, simplify the design of presentations to make them more attractive and interactive, and also explore creativity by adding various presentation design themes, templates, and animations [8]. This is in line with [9] stated that Canva is an effective digital tool for visual arts educators and students due to its attractive design, user-friendly features that can be accessed from smartphones and laptops, and its support for creativity and collaboration.

The teacher also designs various appropriate learning models to deliver the material in an atmosphere that does not easily bore the students. With that in mind, one of the intended learning models is the Flipped Classroom model, which can be linked to the Canva application [10]. The edited learning media on Canva is then turned into a poster, which will make the media more lively and visually appealing. The poster will make the appearance of the Canva design look like the pages of a real book. This display is expected to attract students' attention and enhance their enthusiasm for learning [11]. The flipped classroom method is effectively used in limited face-to-face meetings, allowing for better interaction between teachers and students [12]. Students study the material through videos at home and can ask questions before class, thereby deepening their understanding. In class, the focus shifts to the application of concepts, such as practicing writing good reports. The use of learning media such as Canva also enhances the learning experience, allowing students to summarize material creatively and efficiently.

The results of interviews with IGABA Sidoarjo teachers in the field conducted by the researcher revealed that they are in great need of Canva training to enhance creativity in the implementation of the flipped classroom method. Many teachers feel that the use of engaging and interactive learning media is very important to capture students' attention and enhance the effectiveness of learning. With Canva, they can design more engaging and easy-to-understand teaching materials, so students are more motivated to

study at home before coming to class. In addition, this training is expected to provide practical skills that support innovation in their teaching methods.

This training is supported by the training results [13] which show a significant improvement in teachers' understanding of the Canva for Education application, with an average final test score of 90.83. The teachers successfully designed engaging and animated learning media, covering various text genres such as procedural texts and narrative texts. The media produced is not only informative but also utilizes presentation, animation, and sound features to enhance its appeal. Nevertheless, more intensive support is needed so that teachers can be more effective in designing learning media that focuses on writing aspects. Selaras [14] stated that community service activities through training can enhance teachers' ability to utilize digital applications (Canva) as a learning medium, making the learning process more engaging for early childhood education (PAUD) students. According to [15], the Community Service Partnership Program successfully improved the competence of SMA Muhammadiyah 1 Pontianak teachers in creating learning videos using Canva, with an average understanding reaching 80% and more than 50% of video-based teaching products being produced. The participants' enthusiasm is reflected in their activity, which shows an interest in applying learning videos in the flipped classroom method in the upcoming semester.

Based on the above description, this article aims to discuss teacher training in creating learning media in the form of posters using Canva, with a focus on the application of the flipped classroom method. The urgency of this training arises from the need for teachers to enhance creativity and teaching effectiveness in the digital era, where engaging materials significantly influence students' interest in learning. Through this training, it is expected that 1) teachers can develop design skills that will facilitate them in presenting information visually and attractively, and 2) the quality of learning, which positively impacts students' understanding and motivation, will improve. Community service by lecturers to educational institutions through training and mentoring in digital learning and appropriate learning models is part of the educational transformation needed by teachers in facing the digital era [16].

RESEARCH METHOD

This activity is a continuation of the training provided earlier in September 2024. Subsequently, the mentoring will be conducted from October 1 to December 10, 2024. The abdimas team provides assistance twice a month at the school. There are 10 institutions that are the priority for this empowerment. After the design mentoring, a demonstration of the learning media product was conducted using the Canva for Education application. During the demonstration, a discussion was held regarding the media designed and produced by the teachers. This mentoring includes the collection of posters produced by teachers, where the evaluation is based on three aspects: the usefulness of the material in the poster, the implementation of flipped classroom learning during the lesson, and the level of creativity and innovation in the poster design. The collected data will be analyzed

to assess the effectiveness of the training and its impact on the improvement of teachers' creativity in teaching.

RESULTS AND DISCUSSION

Empowerment will be carried out from October 1 to December 10, 2024. In total, there are 6 instances of assistance starting from using the features available in Canva. Using AI for relevant materials, linking with teacher's teaching modules, and utilizing Canva Pro features.

The posters that have been made will become the property of the teacher and the school, and can be used as a more interactive learning medium. After the mentoring process, an evaluation process was conducted by the mentor to enhance the creativity developed by the IGABA Sidoarjo teachers.

Figure 1. Assistance in creating learning posters with Canva.

The delivery of the Canva-based poster training material begins with an introduction to the user-friendly Canva platform. Participants are given step-by-step instructions to create an account and explore the various templates available. With the abundance of design choices, participants are taught how to select a template that aligns with their poster theme. In addition, they are introduced to various design elements, such as images, icons, and text. The goal is for participants to feel comfortable and confident in using the available tools.

After understanding the basics of using Canva, the training continues with guidance on techniques for creating interactive posters. Participants are invited to add multimedia elements, such as videos and animations, that can enrich the reading experience. Group discussions were also held to discuss creative ideas that could be applied in the poster. In this session, participants are encouraged to share experiences and strategies in designing posters. This creates a collaborative atmosphere that enriches each participant's understanding.

At the end of the mentoring, participants were given the opportunity to present the posters they had created. Through this presentation, they can demonstrate creativity and the application of the concepts they have learned. The coach provides constructive

feedback to help the participants evaluate their work. With the knowledge and skills acquired, participants are expected to use posters as engaging teaching tools. In addition, they can also inspire others to create innovative and effective learning content.
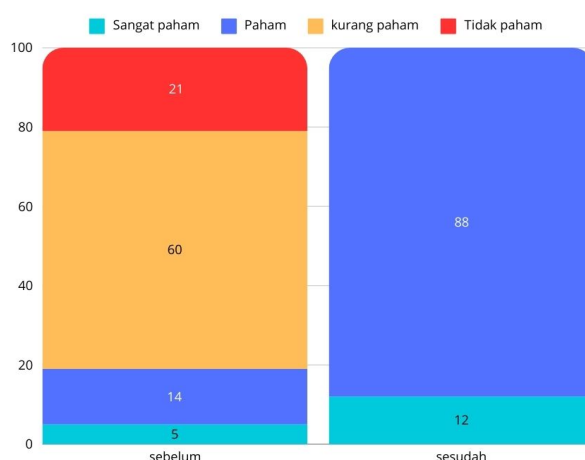

Figure 2. The results achieved before and after empowerment through mentoring.

Based on the diagram, it shows that there was a very significant understanding before and after the training and mentoring on the use of Canva for poster creation and learning media. Previously, there were 21% who did not understand, 60% who somewhat understood, 14% who understood, and 5% who fully understood Canva and poster creation. However, after the training, the data showed that 100% mastered the use of Canva for learning posters.

The results of the learning poster design training reflect various creative and innovative learning themes, creating opportunities for students to engage more actively. In quality analysis, these posters are evaluated based on several criteria, including visual appeal, clarity of information, and the appropriate use of design elements. Many posters successfully combine text and images well, making it easier for students to understand the material. According to the poster, illustrations of images and text are displayed to attract people's attention. Cummings, explains that people's understanding and interpretation of a material will be better if text and images are combined [17]. For example, the results of one of the training participants can be seen in the following image.

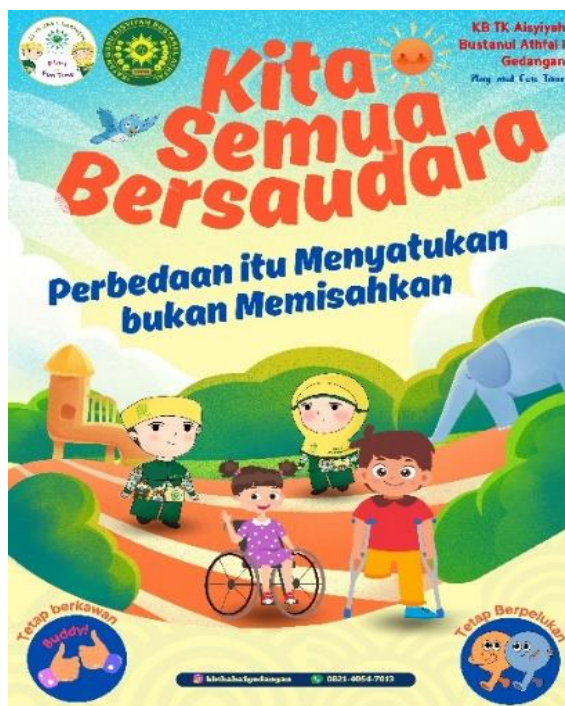**Figure 3.** The poster results from one of the training participants.

Figure 4. The poster results from one of the training participants.

The quality of the poster is also influenced by the teacher's understanding of the design techniques taught during the training. The use of Canva as a design aid has proven effective, as it allows teachers to create posters with a professional appearance without requiring in-depth design skills. Survey results show that the majority of teachers feel more confident in designing posters after attending this training. This shows that the training has had a significant positive impact. Furthermore, the posters produced not

only serve as a medium of information but also as a tool to encourage students' creativity. By using posters in learning, teachers can create a more engaging and interactive environment. Students can actively participate through discussions and presentations based on those posters, which in turn enhances understanding and retention of the material.

A. **The Level of Usefulness of the Material in the Poster, Implementation of Flipped Classroom Learning During Instruction, and the Level of Creativity and Innovation in Poster Design**

In this training and mentoring, various poster creations by IGABA Sidoarjo teachers using Canva were produced. The Canva media helps teachers create attractive posters in a short time and is easy to apply. The researchers evaluated several poster works by IGABA Sidoarjo teachers by referring to the following poster assessment aspects.

Figure 5. Poster Theme "Encouragement to Appreciate All Differences".

Figure 6. Poster Theme "Let's Count".

Figure 7. Poster Theme "Introducing Vowels".

Figure 8. Poster Theme "Encouragement to Appreciate All Differences".

Figure 9. Theme Poster "4 magic words".

The first assessment is the aspect of text content suitability. The criteria for good content or text are its clarity and readability. The use of appropriate language that suits the audience is also highly regarded. Many teachers successfully compose concise and to-the-point texts, allowing students to grasp the message quickly. The placement of key information, such as titles, subtitles, and important points, is done strategically to facilitate understanding. The second assessment is the design aspect. Many posters successfully combine illustrations and graphics with text, creating an informative yet not confusing appearance. The proper use of negative space gives important elements room to "breathe," so the poster doesn't look too crowded. The plain background and the non-solid text color make the poster less appealing to look at. In addition, there is no element of emphasis, so the message contained cannot become the center of attention. The third assessment is the aspect of images. The importance of selecting images that are appropriate for the learning context is also a concern. The images used reflect the culture and environment of the students, making them more relevant and relatable. This increases students' sense of engagement with the material. The fourth assessment is the aspect of message delivery. Message delivery is also influenced by the clarity of the poster's purpose. Each poster is designed with a clear focus, whether it is to explain a concept, invite discussion, or provide information. With well-defined objectives, students find it easier to relate the information presented to the learning context.

In image 5, the theme raised in the poster creation is "Encouragement to appreciate all differences." This can be seen from the source that appears, which is "Love your friends with all their differences." In image 6, the theme raised in the poster creation is "Let's count." This can be seen from the source that appears, which is "Let's practice writing numbers and counting with pictures of fruits." In image 7, the theme raised in the poster creation is "Recognizing vowel letters." This can be seen from the source that appears, which is "Learning vowel letters." Image 8 is the same as image 5. The same theme and the intended message conveyed are also the same regarding appreciating differences in friends. However, the difference lies only in the poster design. In image 9, the theme presented in the poster creation is "The Habit of 4 Magic Words." This can be seen from the source that appears, which is "4 Magic Words." The second assessment is the design aspect. In the image, the narrative is brief, concise, and clear, which does not confuse the reader. The arrangement of colors is also very engaging for readers. The third assessment is the aspect of images. The arrangement of images also strongly supports the narrative text and title. The fourth assessment is the aspect of message skills. In picture 5. The message on the poster states that every individual, regardless of background or ability, has extraordinary potential to contribute. By respecting and understanding differences, we can create an inclusive and harmonious environment. In this togetherness, we not only enrich ourselves but also build a brilliant generation ready to face future challenges. Let's delve into the values of diversity and make them a strength to achieve our common goals. In picture 6. The message on the poster states the importance of learning through play to develop basic skills such as counting. By counting the available fruits, children

not only improve their numerical skills but also learn to appreciate the diversity and benefits of food sources. This activity teaches that learning can be fun and interactive, while also building a strong foundation for the future. Let's encourage the spirit of exploration and creativity in every learning process! In image 7, the message on the poster states the importance of understanding the basics of language as the first step in effective communication. Vowel letters are a vital component that form words, and by mastering them, we open the door to exploring the world of literacy. Learning vowels not only improves reading and writing skills but also builds confidence in self-expression. Let's make this learning process enjoyable and inspire the children to love the language! In picture 9. The message on the poster states that using four magic words — sorry, please, thank you, and excuse me — is the key to building harmonious relationships. These words not only show politeness but also create an atmosphere of mutual respect. By getting used to using these words, we can strengthen communication and create a more positive environment. Let's delve deeper to understand the importance of recognition and respect in daily interactions.

The implementation of the flipped classroom in learning can optimize the use of posters themed "Let's Count," as well as recommendations to appreciate differences, learn vowel letters, and habituate the four magic words. By utilizing these posters, students can learn independently at home through videos or prepared materials, then discuss and interact in class. This approach not only enhances conceptual understanding but also fosters mutual respect and cooperation among students. Thus, they will be more open to differences and find it easier to apply the values of politeness in communication.

The level of creativity and innovation in poster design greatly influences the effectiveness of message delivery, as seen in the poster themed "Let's Count," which encourages appreciating differences, learning vowels, and the habituation of four magic words. By utilizing Canva, designers can combine attractive visual elements, bright colors, and clear typography to capture students' attention. Well-designed posters not only convey information but also create an enjoyable and interactive learning atmosphere. Innovation in design can encourage students to be more engaged, stimulate their interest, and facilitate the understanding of important concepts. The use of this flexible learning environment not only increases student engagement but also allows them to learn in a way that better suits their individual needs.

The need for educators to adapt to technological advancements to create a more engaging and effective learning experience for students [16]. The teacher uses posters in the classroom based on several considerations as follows: 1) To motivate children, the use of posters in teaching serves as an encouragement or motivation for children. Posters can also stimulate children to learn more and want to understand the essence of the message conveyed through the poster. 2) As a reminder, posters can make children aware, for example, about the importance of healthy living, such as brushing teeth. A well-designed poster message will help raise children's awareness, so it is expected that their behavior will change in daily practice, eventually becoming a habit. 3) Creative experience, Posters

provide a new experience that fosters children's creativity in their learning methods. With the presence of posters, children can develop the potential within themselves, as they are given the opportunity to paint about what they have learned [18]. According to [19], the use of posters as a learning medium can support a two-way teaching and learning process and create an active learning atmosphere. Selaras [20] the resource person conveyed training on the use of Canva as an innovative learning medium through systematic steps. First, they introduced Canva as a graphic design platform with advantages in accessibility and ease of use. Next, participants were guided to understand the Canva interface, including key elements such as the toolbar and side panel. The speaker then outlined the steps for creating learning media, from selecting a template to adding multimedia elements. At the end of the training, participants are given the opportunity to practice directly and apply the concepts they have learned in a practical project, while receiving useful tips to optimize their designs. The steps that need to be taken gradually are to log in, then enter the Canva application and click "create a design." Choose the required size or custom size. Next, select the background or design you want to create based on the user's needs. Then edit by adding appropriate text or images. Finally, after finishing the design, click save and download so the design can be stored and not lost. If you want it to be easy, you can directly click on the provided template according to your needs and then edit the content of the template according to the desired material [21].

CONCLUSION

Fundamental Finding : The empowerment program using Canva for Aisyiyah kindergarten teachers in Sidoarjo effectively enhanced their skills in designing engaging and effective posters as innovative teaching tools. The program's varied methods, including lectures, discussions, and hands-on practice, fostered enthusiasm and active participation, leading to a significant improvement in creativity and understanding of design principles. **Implication :** This initiative highlights the potential of integrating technology into educational practices, showcasing how empowering educators with practical design skills can elevate teaching quality. The program not only improved technical capabilities but also encouraged teachers to explore creative approaches to presenting educational materials. **Limitation :** The program's effectiveness was limited by its focus on poster design, which may not comprehensively address all aspects of innovative teaching methods. Additionally, the short duration of the training could restrict the depth of skills acquired, potentially necessitating follow-up sessions for sustainable impact. **Future Research :** Future studies should explore broader applications of technology-based tools like Canva in various teaching contexts and evaluate their long-term impact on student learning outcomes. Expanding training modules to include diverse media formats and innovative teaching strategies would further enrich educators' capabilities.

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