

CHAPTER I

INTRODUCTION

1.1 Background of The Study

We are currently living in the globalization era, often known as the modernization era. In social science, modernization is defined as a shift from a situation that is not developed or less developed to a better direction with the intention of improving society. Humans are extremely reliant on technology in the present era. As a result, technology has become a basic requirement for all societies. Starting with parents and progressing to young people, particularly students.

The advancement of technology has had an impact on all parts of people's life, including personal, social, and professional ones (Fithriani et al., 2019:636). For example, people utilized enormous yet little storage drives to store data in the past, but now they only require small flash disks to store so much data. The 4.0 era is the name given to this period. This is an era in which digital media and applications can have an impact on a variety of facets of human life. The rapid advancement of information technology in the contemporary era of globalization is inextricably linked to its impact on education. Global pressures necessitate ongoing adaptation of the educational environment to technological advancements as a means of improving educational quality. Improving educational performance in the future will necessitate information systems and information technology that serve not only as a support, but as the primary weapon in the fight to keep the world of education competitive in the global world (Budiman, 2017:32).

In this situation, college students prefer to use technology to participate in their activities. According to Muhasim (2017:56) technology is a significant language teaching tool in this sense because it can boost students' motivation. They have digital age literacy, imaginative thinking, high-order thinking and sound reasoning, effective communication, and high productivity. Students require these to improve their language skills, particularly their writing skills. The

level of technology use necessary in writing classes, including media formats, was one of the most contentious topics in foreign language instruction.

One of the many applications that have appeared in the world of technology is Canva. In the classroom, teachers and students can take advantage of technology based learning, one of which is the use of the Canva application (Pelangi, 2020:81). Canva is the most popular application today in the field of graphic design and brand building. Canva is a start up based in Australia and is helping people to come up with great and attractive designs without much effort. In other words, Canva is the best solution for those who want to create designs for social media, branding, printing, and personal use purposes but can not operate Adobe Photoshop, Adobe Illustrator, or CorelDraw (Enterprise, 2021:1).

Canva is an application in which attractive designs are available in the form of templates, features and online based categories. The process of learning Canva is not boring because there are various designs that are diverse and interesting. Canva is an application offered for free, all it takes is an internet connection and a browser like Firefox, Chrome, or Microsoft Edge. If you are not familiar with operating a computer, then you can take advantage of the Canva application available on the Google Play Store or App Store. Thus, we can design using a smartphone.

In the classroom, writing is not an easy thing. When you want to become a reliable writer, it takes a long process. Becoming a writer requires experience and constant practice. Especially practicing writing in various genres and increasing reading references. Currently, the reading ability of students has decreased. This is what triggers the students' lack of interest in writing or producing a work through writing.

Writing is a kind of communication in which signs and symbols are used to express language. Writing is a complement to voice or spoken language in most languages (Dalimunte et al., 2018:1).

Writing is the act of expressing one's thoughts in written form. Writing is a communication process that aims to convey messages to readers with the help of conventional graphic systems (Haerazi et al., 2018:540). It is undeniable that

writing is a complex skill due to an understanding of spelling, grammar, vocabulary, sentences, and structure in writing.

Suparno & Yunus (2008:13) states that writing is a person's ability to express an idea through language, feeling, and also thoughts that are owned to other people or parties by using a written media. One of the written media can use applications either from a computer or smartphone.

To get better results in writing especially in EFL classroom takes some effort. In schools and colleges writing is an activity that very important to understand. Writing is a language skill that is presented in the teaching and learning process. Starting from elementary school and continues through college. Knowledge is required when a language instructor teaches about language in order to facilitate a successful teaching and learning process. He/she must be able to communicate in either a common language (colloquial language) or a foreign language (Daulay et al., 2021:341).

In college there are creative writing subject, creative writing is a form of writing that includes a number of genres and styles outside the more formal scope of technical or academic writing. Thus, if we have studied the structure of writing news, papers, thesis and so on, this does not apply to creative writing. Creative writing class itself produces a creative or informal writing such as poetry, novels and so on. Canva is a learning media in creative writing class, with Canva we can hone our creative writing skills so as to produce works such as novels, poetry books and so on. Which of course in a work required a certain design to beautify the work. There are other applications that have the same functionality as Canva such as: Adobe Photoshop, CorelDraw, Graphic Suite, Affinity Designer, Adobe InDesign. However, these applications are not like the Canva application which is available on mobile phones which can make it easier for anyone to be able to create creations using only a mobile phone. According to Ghavifekr & Rosdy (2015:175) Canva technology provides easy access to use and is also simple to use. Many designs are offered in it unlike other applications that do not provide designs.

In the creative writing, the use of the Canva application is very useful to produce a work in writing or to produce a design with writing in it. The use of applications has grown rapidly in the current technological era, besides making it easier for EFL pre-service teacher to produce a work, Canva can also be an alternative learning media for EFL pre-service teacher to improve writing performance, in other words Canva can be a media for EFL pre-service teacher to be creative.

Creativity is not innate, but something that can be created and trained by providing a stimulus or inducement to the brain. Creativity, according to (Hills & Bird, 2018:56), is typically characterized as the ability to develop useful ideas. Only in the right circumstances does creativity have the most practical value. Creativity also refers to the ability to make something new, which can be a combination, a combination with elements that already exist, or the ability to develop new combinations based on existing facts, information, or elements.

Media or learning tools are components that have an important role in supporting the success of learning. Learning media fights as a means for channeling aids used by lecturers and acts as a facilitator in the learning process to deliver subject matter to students. The importance of learning media is also clearly stated in the regulation of the Minister of education and culture of the Republic of Indonesia No. 22 of 2016, concerning the Standards of the Educational Process which states that, "Learning media are in the form of learning process aids to deliver learning materials". Effective and enjoyable learning is collaborative and student centered (Hills & Bird, 2018:32). Learning media that are used appropriately in the learning process will become more effective and efficient supporting tools in achieving learning objectives. In this case, Canva becomes a media for learning by the EFL pre-service teacher in the creative writing subject.

The use of media in digital based learning is expected to be able to arouse the creativity of EFL pre-service teachers in creative writing. Therefore, based on the description above, the researcher wanted to describe how effective the use of Canva according to the EFL pre-service teacher was in creative writing.

Based on the explanation above, the author is interested in conducting research using the title, **“EFL PRE-SERVICE TEACHERS’ PERCEPTION OF USING CANVA AS A MEDIA IN ENGLISH CLASSROOM”**.

1.2 Identification of The Study

Based on the context of the study, the following are the issues that the researcher identified:

Some EFL pre-service teachers said that using Canva as a media in English classroom was effective, some said it was not. And some EFL pre-service teachers are interested in making a work through creative writing, some say they are not.

1.3 Limitation of The Study

Based on the research identification above, the researchers limit the study on EFL pre-service teachers’ perception of Canva as a media in English classroom in creative writing.

1.4 Formulation of The Study

Based on the limitation of the study above, formulation of the study are:

1.4.1 What are the EFL pre-service teachers’ perception of using Canva as a media in English classroom?

1.5 Objectives of The Study

Based on the formulation of the study above, the objective of the study are:

1.5.1 To describe EFL pre-service teachers’ perception of using Canva as a media in English classroom.

1.6 Significances of The Study

1.6.1 Theoretically

This research can support and complement previous theories related to using Canva as a media in English classroom.

1.6.2 Practically

Practically the results of this study are expected Canva can be used as a media in writing class especially in creative writing to support student creativity or can produce a work. And this study is expected to provide

inspiration or ideas for teachers to use Canva as a media in English classroom. Then, from this perception, the teacher or EFL pre-service teacher can find out whether the use of Canva is effective in English classroom especially in creative writing or not, whether there are obstacles or not.



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