



Utilization of CapCut and Canva as Learning Media to Enhance Visual Learning Effectiveness in Environmental Education at SMP Kanisius Sumber

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Abstract

This article discusses the use of CapCut and Canva applications as learning media to improve the effectiveness of visual learning at SMP Kanisius Sumber. In the digital era, the use of technology in learning is increasingly becoming a necessity, especially in creating interesting and easy-to-understand teaching materials for students. CapCut, a video editing application, and Canva, a graphic design platform, are tools that enable teachers and students to produce creative and innovative learning materials. This study aims to explore the potential of both applications in improving the understanding of learning concepts through visual media. The results of the study indicate that the integration of CapCut and Canva in the learning process can help students understand the material more easily, increase their engagement, and enrich the learning experience with more interactive and interesting content. This article also provides recommendations for further implementation in the context of education in junior high schools, especially in maximizing the use of technology-based learning media.

Keywords: Learning media, utilization of capcut, learning effectiveness, visual learning, creative learning

1. Introduction

In the era of digitalization, the integration of technology into education has become increasingly vital for enhancing the learning experience. One of the key components in modern education is the effective use of visual learning media, which helps students better grasp complex concepts through engaging and interactive content. At SMP Kanisius Sumber, there has been a growing emphasis on utilizing digital tools to improve the effectiveness of learning, especially through visual mediums.

Among the various digital tools available, CapCut and Canva stand out as powerful platforms for creating dynamic and visually appealing educational content. CapCut, a video editing application, allows educators and students to create engaging videos that enhance visual learning, while Canva, a graphic design platform, enables the production of colorful and informative graphics, infographics, and presentations.

This article explores how the use of CapCut and Canva as media for visual learning can significantly improve the effectiveness of learning at SMP Kanisius Sumber. By examining the role of these tools in supporting diverse learning styles, the article aims to demonstrate how they can foster a more interactive and engaging educational environment for students. Through

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these innovations, educators at SMP Kanisius Sumber seek to create a more inclusive and stimulating learning experience that not only enhances comprehension but also fosters creativity and critical thinking.

2. Methods

This study employed a qualitative research approach to explore the effectiveness of CapCut and Canva in enhancing visual learning at SMP Kanisius Sumber. The research focused on how these digital tools were implemented in the classroom and how they influenced students' engagement, understanding, and overall learning outcomes. The following methods were used to gather data and analyze the impact of these media tools:

2.1. Participants

The participants of this study consisted of 50 students from various grades at SMP Kanisius Sumber, along with 5 teachers who were actively involved in integrating CapCut and Canva into their teaching practices. The students were chosen to represent a diverse group in terms of learning styles and academic performance. Teachers were selected based on their experience with using technology in the classroom and their willingness to incorporate these tools into their lessons.

2.2. Data Collection

To gain comprehensive insights into the use of CapCut and Canva, multiple data collection methods were utilized:

1. **Observations:** The researchers conducted classroom observations over a period of three months. During this time, teachers incorporated CapCut and Canva into their lessons across different subjects such as science, social studies, and language arts. Observations focused on how students interacted with the media, their level of engagement, and how they used the tools to create content.
2. **Surveys and Questionnaires:** Pre- and post-implementation surveys were administered to both students and teachers. The surveys for students aimed to assess their familiarity with digital media tools, their interest in using CapCut and Canva for learning, and their perception of how these tools impacted their understanding of the lesson content. The teachers' surveys focused on their experience using the tools, the challenges faced, and their perception of the impact on student learning.
3. **Interviews:** In-depth interviews were conducted with a select group of teachers and students. These interviews aimed to provide a deeper understanding of the specific benefits and challenges encountered when using CapCut and Canva, and how these tools contributed to the overall learning experience.
4. **Document Analysis:** The study also involved analyzing the materials created by students using CapCut and Canva, such as video projects, presentations, and infographics. This analysis focused on the quality of the content, the creativity displayed, and how effectively the media supported the learning objectives.

2.3. Data Analysis

The data collected from observations, surveys, interviews, and document analysis were analyzed thematically. The researchers identified recurring patterns and themes related to the

effectiveness of CapCut and Canva in improving visual learning. The thematic analysis allowed for the identification of key factors such as increased student engagement, improved understanding of complex concepts, and the development of digital literacy skills. The results were then compared to evaluate the impact of using these tools in different classroom settings and subject areas.

2.4. Ethical Considerations

This study adhered to ethical standards in educational research. Informed consent was obtained from all participants, and the anonymity of both students and teachers was ensured. Data was stored securely and used only for this study. Participants were given the option to withdraw from the study at any time without any consequences.

By employing these methods, the study aimed to provide valuable insights into how CapCut and Canva can be effectively used as tools for enhancing visual learning, and how they contribute to improving the overall educational experience for students at SMP Kanisius Sumber.

3. Results and Discussion

The results of this study indicate that the integration of CapCut and Canva into the classroom at SMP Kanisius Sumber significantly enhanced the effectiveness of visual learning. The data gathered from observations, surveys, interviews, and document analysis reveal several key findings about the impact of these digital tools on students' engagement, understanding, and learning outcomes.

3.1. Student Engagement and Motivation

One of the most prominent findings was the increase in student engagement. Both students and teachers reported that CapCut and Canva made the learning process more interactive and enjoyable. In the pre-implementation survey, only 40% of students expressed excitement about learning through digital tools. However, after using CapCut and Canva for three months, this number increased to 85%, indicating a clear boost in enthusiasm for lessons that incorporated these tools.

The visual nature of the media created with CapCut and Canva helped students feel more connected to the material, allowing them to engage with the content in a more hands-on and creative way. For example, in language arts lessons, students used Canva to design posters summarizing key themes from novels, while in science, students used CapCut to create video explanations of complex scientific concepts. This creative process not only improved student interest but also encouraged them to take ownership of their learning.

3.2 Improved Understanding of Concepts

The integration of CapCut and Canva into the lessons helped clarify difficult concepts for students. Both tools provided visual representations of content, which aided in simplifying abstract ideas. Teachers observed that students demonstrated a better understanding of lesson material when it was presented in a visual format compared to traditional lecture-based teaching.

In the post-implementation survey, 92% of students agreed that they understood the content more effectively when it was accompanied by visual aids created with CapCut and

Canva. For instance, in a social studies lesson, students were asked to create infographics using Canva to illustrate historical events. The act of visually organizing the information helped them grasp the chronological sequence and the cause-and-effect relationships between events.

Furthermore, CapCut's video-editing features allowed students to break down complex processes into easily digestible steps. In a science class, students used CapCut to create step-by-step tutorials explaining the water cycle, which not only enhanced their understanding but also helped them retain the information longer.

3.3. Development of Digital Literacy and Creativity

Another important outcome of this study was the development of students' digital literacy and creativity. Both CapCut and Canva required students to learn new technical skills, such as video editing, graphic design, and digital storytelling. Teachers noted that students quickly became adept at using these tools, which fostered their digital skills and prepared them for the increasingly digital world.

In addition to improving technical abilities, students were encouraged to think creatively when producing content. The freedom to design visuals and videos allowed them to experiment with different styles and formats, fostering a sense of ownership and self-expression. One student mentioned, "I enjoyed making videos with CapCut because it felt like I was telling my own story in a fun and creative way." This sense of creativity not only boosted motivation but also encouraged critical thinking as students considered how best to communicate ideas through visuals.

3.4. Teacher Feedback and Experience

Teachers also reported positive experiences with CapCut and Canva, noting that the tools provided valuable support in presenting lessons. Many teachers highlighted how the tools enabled them to create visually compelling lesson materials, such as slideshows, video tutorials, and interactive graphics, that held students' attention and enhanced understanding. However, teachers also pointed out some challenges, particularly related to the time required to learn and incorporate the tools into lessons. Some teachers initially struggled with the technical aspects of CapCut and Canva but found that with practice, the tools became more intuitive. A few teachers also mentioned that not all students had equal access to devices at home, which limited the full potential of these tools for some individuals. Despite these challenges, the majority of teachers agreed that the benefits outweighed the difficulties, and they were enthusiastic about continuing to use these tools in future lessons.

3.5. Student Work Quality and Impact on Learning Outcomes

The quality of student work produced using CapCut and Canva was impressive. Analyzing the videos, infographics, and presentations created by students revealed that they were able to effectively synthesize information, express ideas clearly, and use visuals to enhance their communication. Many students demonstrated a high level of creativity, producing polished and professional-looking projects. This not only showed the impact of these tools on their learning outcomes but also highlighted the importance of fostering digital skills for future academic and professional success. The post-implementation assessment of learning outcomes also showed improved performance. In subjects like science and social studies, students who utilized CapCut and Canva for project-based assignments scored higher than

those who worked with traditional learning methods. This suggests that the combination of visual media and active learning significantly contributed to better comprehension and retention.

3.6. Challenges and Limitations

Despite the positive outcomes, several challenges were identified. The primary challenge was the time commitment required for both teachers and students to learn and effectively use CapCut and Canva. Teachers had to allocate additional time to provide training and guidance on using these tools. Furthermore, not all students had the same level of familiarity with technology, which sometimes led to a learning curve. Access to devices also posed a limitation. Although most students had access to smartphones or computers at school, some faced challenges using the tools at home due to limited device availability or unstable internet connections. This discrepancy in access could have affected the overall impact of the tools for some students.

Conclusion

Overall, the findings of this study suggest that the use of CapCut and Canva as media for visual learning significantly enhances student engagement, understanding, and the development of digital literacy skills. The creative and interactive nature of these tools helped students better connect with the content and improved their ability to express and retain knowledge. Despite some challenges related to technology access and initial learning curves, both students and teachers at SMP Kanisius Sumber reported positive outcomes, making these tools valuable assets for modernizing and enriching the learning experience.

Conclusions

This study demonstrates that the use of digital tools like CapCut and Canva significantly enhances the effectiveness of visual learning in SMP Kanisius Sumber. The integration of these platforms into the classroom has proven to increase student engagement, foster creativity, and improve the understanding of complex concepts. Through interactive and visually compelling content, students were able to better connect with the material, leading to deeper comprehension and improved academic performance.

The results showed that students not only developed a stronger grasp of the subject matter but also enhanced their digital literacy skills, preparing them for future academic and professional endeavors. The freedom to create videos, infographics, and presentations with CapCut and Canva encouraged students to think critically, express their ideas creatively, and take ownership of their learning process. While challenges such as the initial learning curve and unequal access to devices were encountered, these obstacles did not overshadow the positive impact of these tools. Teachers, although facing some technical difficulties, reported that the benefits of using CapCut and Canva far outweighed the challenges, making them valuable additions to their teaching toolkit. In conclusion, CapCut and Canva represent powerful tools for improving the effectiveness of visual learning in the classroom. Their ability to engage students, enhance understanding, and develop digital competencies makes them essential resources in modern education. As schools continue to embrace digital technology, the use of such platforms will likely play a crucial role in shaping future educational practices.

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Conflicts of Interest

The authors of this study declare that there are no conflicts of interest regarding the research, data collection, or publication of this study.

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