



PRACTICAL SOCIALIZATION OF THE USE OF CANVA MAGIC AI AS A SOLUTION FOR DIGITAL LEARNING MEDIA DEVELOPMENT FOR TEACHERS AT STATE PRIMARY SCHOOL 091333 RAY AUSANG DOLOK MASAGAL DISTRICT, SIMALUNGUN DISTRICT MASAGAL KABUPATEN SIMALUNGUN

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Abstract— Current technological developments in the world of education are very significant because the world of education must be able to adapt to technological changes in order to improve the quality of education. Global demands also require the world of education to always adapt to technological developments to improve the quality of education (Reka et al, 2022). The quality of education really depends on the quality of the teacher and his learning methods. Learning media can be interpreted as a tool in the teaching and learning process. Apart from that, learning media also includes everything that is used to stimulate thoughts, feelings, attention, and abilities or skills, so that it can encourage the learning process. One digital learning media that can improve the quality of learning is the use of Canva Magic AI. Canva Magic AI is a graphic design platform that allows users to create graphics, presentations, posters, logos, documents and other social media visual content. This platform is available on web and mobile, and integrates millions of images, fonts, templates, and illustrations. In this community service activity, the Canva Magic AI application was chosen as a tool that will be used by teachers to create attractive presentation designs for teaching materials. Canva Magic AI is an application that is popular in the world of technology to make teaching materials that are more creative and can also be used as teaching media.

Index Terms— *Canva Magic AI, Digital Learning Media, Teacher*

I. INTRODUCTION

SD Negeri 091333 Rayaasang, Dolok Masagal District, Simalungun Regency. The principal of SD Negeri 091333 is named Horasta Damanik and a school operator is named Kharitscel Purba. The school's land area is $9000m^2$. PLN electricity source with 450 watts of electrical power. Based on the results of interviews with the principal and several teachers at SD Negeri 091333 Rayaasang, information was obtained that the number of teachers at the school was 6 people, the number of students at SD Negeri 091333 was 54 people, of which the number of male students was 28 people and the number of female students was 26 people. The class consists of 6 rooms. The teacher's and principal's rooms are combined into one. And the results of the observations found the following conditions: (1) Not having a laboratory, (2) not having a library, (4) not having a principal's room, (5) not having a UKS and (6) not having an administrative room.

Based on the problems described above, it is necessary to add additional facilities and infrastructure to support teaching and learning activities in schools, namely computer labs, UKS, principal's office, administration room, infocus, media room to overcome them. The use of facilities and infrastructure as learning media is expected to increase student interest and learning outcomes at SD Negeri 091333 Rayaasang, Dolok Masagal District, Simalungun Regency.

The curriculum used is K.13. The process of teaching and learning activities is carried out in the morning. The majority of the population is still at a lower middle economic level where many of the parents of students work as laborers and entrepreneurs. Teachers at these schools still lack insight and knowledge in using digital learning media. This is due to a lack of knowledge about using applications as learning media. The method used is still the lecture method and the facilities are still inadequate. If we look at the current era, this is an era where a teacher must be technologically literate. This is in accordance with Permendiknas No. 16 of 2007 concerning standards for academic qualifications and teacher competency which states that teachers must be able to utilize information and communication technology in learning.

Current technological developments in the world of education are very significant because the world of education must be able to adapt to technological changes in order to improve the quality of education. Global demands also require the world of education to always adapt to technological developments to improve the quality of education (Reka et al, 2022). The quality of education really depends on the quality of the teacher and his learning methods. Learning media can be interpreted as a tool in the teaching and learning process. Apart from that, learning media also includes everything that is used to stimulate thoughts, feelings, attention, and abilities or skills, so that it can encourage the learning process (Terriaavini et

al., 2018). An interesting and fun learning process means that students do not feel bored and the quality of learning improves so that the learning and teaching process in the classroom can run well and learning objectives can be achieved. Therefore, every teacher must be able to create creative, innovative and fun learning media. Developing interesting learning media can help students understand the material being taught. Amphlet -based learning media is considered the best media and resource that can be used as a means of communication, because students not only pay attention to the media, but also interact with the media (Nopriyanti et al., 2022).

The solution to the problems faced by teachers is the appropriate use of digital learning media. One digital learning media that can improve the quality of learning is the use of Canva Magic AI. Canva Magic AI is a graphic design platform that allows users to create graphics, presentations, posters, logos, documents and other social media visual content. This platform is available on web and mobile, and integrates millions of images, fonts, templates, and illustrations (Famukhit, 2020). In this community service activity, the Canva Magic AI application was chosen as a tool that will be used by teachers to create attractive presentation designs for teaching materials. Canva Magic AI is an application that is popular in the world of technology (Prabowo et al., 2023). So, based on the problems above, service will be carried out in the form of socialization for teachers to teach teachers at SD Negeri 091333 Rayaasang, Dolok Masagal District, Simalungun Regency to use Canva Magic AI to make teaching materials that are more creative and can also be used as teaching media. So it is hoped that teachers and students can improve the teaching and learning process in the classroom more effectively.

The output targets to be achieved in this Community Service activity are online media publications, the national journal *Abdimas Martabe* (Journal of Community Service) and service reports. The supporting factors for this service include involving students according to the Merdeka Belajar Kampus Merdeka (MBKM) program, a workshop for lecturers to prepare service proposals carried out by LPPM and the existence of a forum for implementing community service through collaboration with schools.

The community service activity entitled "Socialization of the Use of Canva Magic AI as a Solution for Developing Digital Learning Media for Teachers at SD Negeri 091333 Rayaasang, Dolok Masagal District, Simalungun Regency" was carried out on January 26-27 2024. The use of varied learning media can improve teacher performance. will have an impact on students' understanding of the material presented by the teacher. Therefore, a teacher must

be creative and innovative in designing learning so that students more easily understand the learning material presented.

The Canva Magic AI application is an online design program that provides various features such as presentations, resumes, posters, pamphlets, brochures, graphics, infographics, banners, bookmarks, bulletins, and so on which are provided in the Canva Magic AI application. The types of presentations available on Canva Magic AI are creative presentations, education, business, advertising, technology and others. By using this application, teachers, especially teachers at SD Negeri 091333 Rayausang, Dolok Masagal District, Simalungun Regency, are more creative in designing their learning.

The things that have been achieved in this community service activity are:

1. Provide information about using the Canva Magic AI application as a learning medium
2. Provide assistance in using the Canva Magic AI application as a creative and innovative digital learning media
3. Teachers become more technologically literate by using the Canva Magic AI application as a tool for designing lessons

II. METHOD

Community service activities with the title Socialization of the Use of Canva Magic AI as a Digital Learning Media Development Solution for Teachers at Public Elementary School 091333 Rayausang, Dolok Masagal District, Simalungun Regency, 4 stages as follows:

a Analysis

Before carrying out the training entitled Practical Socialization of the Use of Canva Magic AI as a Solution for Developing Digital Learning Media for Teachers at SD Negeri 091333 Rayausang, Dolok Masagal District, Simalungun Regency, an analysis stage was carried out using an interview process or asking questions directly with the teachers at the school. The results of this interview are that there are several problems faced by teachers in the teaching process. One of them is the difficulty faced by teachers in making more creative and innovative teaching materials using existing digital applications.

b Planning

Based on the problems obtained in the previous stage, a design process was carried out to answer existing problems by choosing the Canva Magic AI application as a medium for creating teaching materials. Canva Magic AI was chosen because it has easy-to-use features and can be used on smartphones or laptops. So teachers can edit teaching materials anywhere. Canva Magic AI can also produce teaching media in the form of presentation slides or animated videos. Using Canva Magic AI can be easily taught over time.

c Socialization and training is only carried out during 1-2 days of work.

Socialization and Implementation of Community Service Implementation of community service activities at this stage is in the form of providing information about the Canva Magic AI application as a learning medium for teachers at State Elementary School 091333 Rayaung, Dolok Masagal District, Simalungun Regency . The stages of implementation activities are as follows:

- a. **Discussion Finding problems**, at the initial stage the staff and teachers discussed what was needed in an interesting learning media and what problems they had during the design process.
- b. **Socialization of Canva Magic AI Media**, at this stage the service provides material related to the Canva Magic AI application as a learning medium.
- c. **Demonstration**, at this stage the service provides an explanation of the steps for using the Canva Magic AI application as follows:
To be able to access Canva Magic AI, first visit the Canva Magic AI application by opening the site <https://www.Canva Magic AI.com>
- d. **Training** at this stage the service provides participants with the opportunity to practice using the Canva Magic AI application via each participant's Android or laptop.
- e. **Assistance to teachers**, resource persons and the team monitor the results of the practices carried out by the teachers in the training.

4. Evaluation

After the training, the service team assessed the results of the teachers' teaching materials that had been designed. This assessment is carried out to provide input to teachers regarding the strengths and weaknesses of the teaching materials they have

prepared according to their needs. The community service team also evaluates the team's performance in delivering training to teachers.



Figure 1: Activities at SDN 091333 Raya Usang.

III. RESULTS AND DISCUSSION

Implementation of Community Service carried out at SD N 091333 Raya Usang in the form of practical socialization with the theme " Practical Socialization of the Use of Canva Magic AI as a solution for developing digital learning media for teachers at SD N 091333 Raya Usang, Dolog Masagal District, Simalungun Regency " was carried out on Friday - Saturday 26 – 27 January 2024 at the teacher's room S DN 091333 Raya Usang. This activity was attended by 6 teachers including the principal of SD N 091333. This socialization was carried out to help implement better and easier learning by relying on teacher collaboration in groups and individually with students in the current global era. This learning media often helps teachers in delivering material orally in introducing variations of practical applications of learning media in class and achieving learning objectives and their charts, and also guides teachers to be more productive and active in the use and application of Canva Magic AI in developing the skills of teachers at SD N 091333.

Canva Magic AI is an AI-powered design creation tool that allows you to enter any media or prompt, and turn it into a design that can create a person's creativity in delivering material to be more interesting and effective.

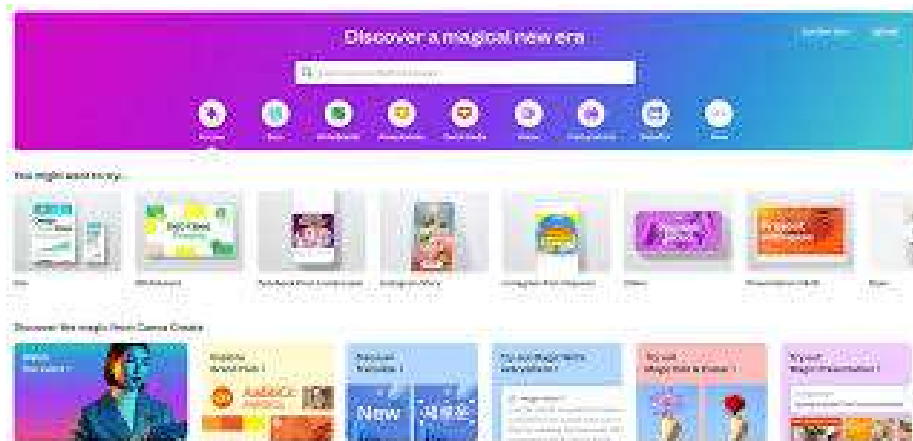


Figure 2: Canva Magic AI

Based on the results of the socialization activities carried out at SD N 091333, the teachers were very enthusiastic about listening to the explanation and practicing the use of Canva Magic AI by the resource persons and the students as companions for the activity. Below are described the steps that have been implemented in socialization activities at SD N 091333 Raya Usang.

1. Search via Google "Canva Magic AI" then enter the login page and register on the Canva Magic AI page by opening the site <https://www.Canva Magic AI.com>



Figure 3. Page for logging in and registering on Canva Magic AI

2. Enter home on the Canva Magic AI application dashboard. There are many types of media that can be used. Example of a square topic, search in the top column then the

results will come out with the selected variant. Choose one media that is interesting to your eyes, then click. Enter additional material.

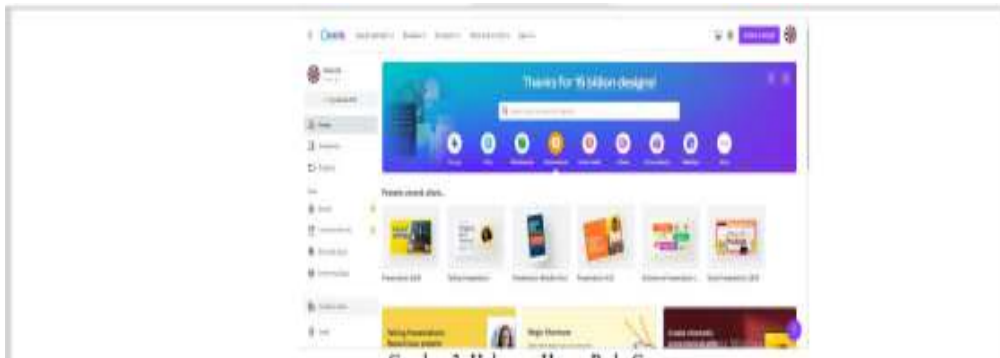


Figure 4. Home Page on Canva Magic AI

3. After completing the editing process, the file is saved and can be displayed immediately or downloaded first and saved on each teacher's device as a reference for their teaching material.



Figure 5. Display of the Teaching Media Editing Process

IV. CONCLUSION AND SUGGESTIONS

a. Conclusion

Using applications as learning media can increase teacher creativity in designing interesting learning which will have an impact on increasing student interest and learning outcomes. The Canva application can be one of teachers' creative and innovative efforts in designing learning so that the learning process becomes more interesting and easy for students to understand. This community service activity has been carried out to the stage of providing information and knowledge about the use of the Canva application as a creative and innovative learning medium for teachers at SD Negeri 091333 Rayausang. Next, a plan will be provided for the next stages in the form of training and assistance in using the Canva application as a learning medium.

b. Suggestions

Suggestions that the activity implementation team can give are:

1. Teachers must be technologically literate so they can use applications as learning media.
2. Schools should always provide support and facilitate teachers to be creative and innovative by participating in outreach and training programs. Especially technology-based training

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