

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Research Background**

Writing is an essential skill for students in the digital age, as it allows them to communicate and express their views and ideas from various perspectives. Writing is also a way to explore and develop one's thoughts through sentences and paragraphs, which can effectively convey language to readers with feelings and opinions. Writing is an act of expressing one's ideas in written form, which requires communication with the reader (Meyers, 2005). Therefore, writing is a skill that needs to be learnt and practiced.

However, the reality of students' writing skills in learning English at school, as observed in the classroom and supported by evidence from assessments and student work samples from the teacher of SMA Negeri 2 Sungai Kakap, reveals that many students face challenges in developing their writing skills. Students often struggle with various difficulties, such as poor organization of ideas, lack of coherence and cohesion, limited vocabulary, and grammar errors. These challenges hinder students' ability to produce well-structured, coherent, and grammatically accurate written content in English, which can impact their academic performance and prospects.

The difficulties students deal in developing their writing skills may be attributed to several factors. According to Alfaki (2015), these factors may include students' low motivation, inadequate time, lack of opportunities for practice and teacher's feedback. It is important to focus on elaborating on the problems caused by students themselves, avoiding blaming teachers or ineffective teaching strategies/techniques.

To address these challenges, the proposed research suggests using Canva as a potential solution to improve students' writing skills. Canva, as a graphic design platform, offers a user-friendly interface, a wide range of design elements, and customizable templates that can be utilized to create visually appealing written content. Canva can provide students with an engaging and

interactive writing experience that integrates visual design elements into their written work, promoting creativity, critical thinking, and effective communication. Previous research and experts in the field of language education have highlighted the benefits of using digital tools like Canva to enhance students' writing skills, including improved organization of ideas, visual literacy, and motivation.

Several studies in the past five years have explored the utilization of Canva in language teaching, showing promising results. For example, a study by Utami and Djamdjuri (2021) discovered that using Canva can improve students' ability and motivation especially in writing. Another study by Faqih, et al. (2023) showed that the utilization of Canva application enhanced students' writing significantly. These findings suggest the applicability and effectiveness of Canva as a technique to teach writing skills, supporting the need for further research in this area.

Therefore, based on the problem aforementioned above, the researcher was inspired to conduct action research because the researcher wanted to know whether using Canva could improve the writing skills of eleventh-grade students at SMA Negeri 2 Sungai Kakap in the academic year of 2022/2023.

## **B. Research Problem**

Based on the aforementioned background information, the researcher arrived at the following conclusion regarding the research problem in this study is: "How can Canva improve the writing skills of eleventh-grade students at SMA Negeri 2 Sungai Kakap?"

## **C. Research Purpose**

In line with the research problem stated above, the objective of this study is to investigate how Canva can improve the writing skill of the eleventh-grade students of SMA Negeri 2 Sungai Kakap in the academic year of 2022/2023.

#### **D. Significanses Of Research**

Hopefully, this research will provide substantial benefits and make a valuable contribution to the field of English education. Several expectations have been set for the outcomes of this study:

##### **1. Theoretical significances**

- a. The findings of this study are anticipated to serve as a valuable reference for English students conducting similar research or for other researchers.
- b. The outcomes of this study are expected to be utilized as informative materials for the English department, as well as contribute to the enhancement of English education and its application in the teaching and learning process, particularly in relation to the development of writing skills.

##### **2. Practical Significances**

Through the completion of this research, the researcher aim to make a meaningful contribution and bring about positive outcomes for schools, English teachers, researchers, and students.

###### **a. To School**

The researcher aims for this research to be beneficial for schools in developing learning media, such as Canva, that can be incorporated into the English teaching and learning process. It is hoped that this research will assist in designing learning programs and selecting appropriate methods and media to enhance students' writing skills in English.

###### **b. To English teachers**

The researcher hopes that this research will be valuable for English teachers, providing them with knowledge to enhance their teaching practices, particularly in utilizing Canva as a learning medium to support the teaching and learning of English, with a focus on improving students' writing skills.

###### **c. To students**

The researcher encourages students to make use of the available technology to enhance their learning and understanding across various

subjects. It is also hoped that students will have an engaging and enjoyable learning experience through the use of Canva as a learning medium. By utilizing Canva, students can improve their English skills, especially in writing, and thereby enhance their overall knowledge development.

d. To Other Researchers

The researcher aims for this research to serve as a reference for other researchers, who can further explore and address any limitations found in this study. This research can provide valuable information for further research endeavors, ultimately contributing to the improvement of teaching and learning practices.

## **E. Scope of The Research**

### **1. Research Variable**

Variable pertains to the qualities or properties of individuals and organizations that researchers can measure or observe, demonstrating variations within the subjects or entities under investigation, as indicated by Creswell (2012). Additionally, Sugiyono (2019) emphasized that research variables encompass attributes, traits, or values of people, objects, or activities, wherein researchers establish specific variations to examine and derive conclusions.

This research involves two variables: the independent variable and the dependent variable. The independent variable is believed to be the factor that influences other variables, while the dependent variable is the outcome directly influenced by the independent variable. In this study, the independent variable is the utilization of Canva, while the dependent variable is the writing skills of the students.

### **2. Research Terminology**

To maintain consistency and clarity throughout the research, the following definitions are presented to ensure a common understanding of these terms:

#### **a. Writing Skill**

The act of writing involves the exploration of ideas and the contemplation of how to articulate them, while also arranging them into coherent sentences and paragraphs with the intention of effectively conveying a message to others. In this context, students endeavor to express their thoughts and ideas through written language.

b. Canva

Canva is a design platform that can be accessed from both the web and app, which provides a variety of attractive design features and tools that make it easier for users to design as creatively as they like. The Canva design platform has been popular with many people. Starting from students, teachers, college students, lectures, editors, and other users use Canva as a tool for designing various graphics.

c. SMA Negeri 2 Sungai Kakap

SMA Negeri 2 Sungai Kakap is an educational institution at the high school level situated in Sungai Kakap District, Kubu Raya Regency, West Kalimantan. It is specifically located at Jl. Daeng Hasyim, Jeruju Besar Village, Sungai Kakap District, Kubu Raya Regency, West Kalimantan.