Equipping Young Entrepreneurs: How Smart Presentation Apps Foster Vocational High-School Students' Innovation

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A R T I C L E   I N F O

A B S T R A K

Aplikasi presentasi cerdas merupakan perangkat lunak atau platform digital yang dirancang untuk membantu pengguna membuat presentasi yang menarik dan efektif. Aplikasi tersebut sering kali dilengkapi dengan fitur-fitur seperti berbagai pilihan desain slide, elemen visual, template, efek animasi, dan kemampuan untuk menyisipkan gambar, video, grafik, dan teks dengan mudah. Penelitian ini bertujuan untuk meningkatkan kemampuan presentasi pengusaha muda yang juga merupakan siswa sekolah menengah kejuruan dalam menampilkan produk atau usaha dalam tahapan ideasi. Kegiatan ini melibatkan 80 peserta dan terdiri dari beberapa tahapan, yaitu pembagian tim, analisis kebutuhan, penentuan solusi, persiapan, implementasi, dan evaluasi. Metode eksplisit digunakan dalam pemberian instruksi selama implementasi. Hasil perbandingan pre-test dan post-test yang menunjukkan adanya perubahan signifikan terhadap kemampuan peserta sebelum dan setelah kegiatan dilakukan. Kesimpulan dari penelitian ini yaitu penggunaan aplikasi Canva secara signifikan meningkatkan kreativitas saat membuat presentasi yang inovatif. Implikasi dari penelitian ini yaitu Canva membantu latihan mandiri siswa dengan memberikan waktu bagi peserta untuk mengeksplorasi kreativitas dan idenya dalam melakukan presentasi untuk menunjukkan produknya sendiri.

A B S T R A C T

Smart presentation apps are software or digital platforms designed to help users create engaging and effective presentations. They are often equipped with features such as a wide selection of slide designs, visual elements, templates, animation effects, and the ability to easily insert images, videos, graphics, and text. This research aims to improve young entrepreneurs' and vocational high school students' presentation skills in presenting products or businesses in the ideation stage. This activity involved 80 participants and consisted of several stages: team division, needs analysis, solution determination, preparation, implementation, and evaluation. Explicit methods were used to provide instructions during implementation. The pre-test and post-test comparison results showed a significant change in the participants' abilities before and after the activity was carried out. This study concludes that using the Canva application significantly increases creativity when creating innovative presentations. This study implies that Canva helps students' independent practice by allowing participants to explore their creativity and ideas when making presentations to showcase their products.

1. INTRODUCTION

The 21st century is bringing out a technological revolution that has impacted every aspect of our lives, including education. This is because technology has evolved into a vast network for efficiently transferring knowledge in most countries. The way we've integrated technology today, driven by constant innovation and its transforming impact on our society, has completely changed the way people learn, how we process information, how we perform our jobs, and how we live our everyday lives (Christiana & Anwar, 2021; González-pérez & Ramírez-montoya, 2022). Learning media is a tool that is used to promote the process of learning, facilitating students to express their ideas and create something new(Samanik, 2019; Septiyana & D, 2021). Learning media is one way to support a good learning process. Learning media is anything that can convey messages through various channels and can stimulate the thoughts,

feelings, and desires of students, encourage the formation of the learning process, and provide new information to students so that learning objectives can be adequately achieved (Rahmatika et al., 2021; Winarto et al., 2020). By incorporating various forms of learning media, educators can create a more engaging and effective learning environment. These media tools, encompassing anything from interactive simulations to educational games, can spark students' curiosity, solidify complex concepts, and ultimately enhance their understanding of the material. This approach goes beyond simply presenting information; it actively involves students in the learning process, fostering a deeper connection with the subject matter (Romadiah et al., 2022; Wani et al., 2023). In today's dynamic educational landscape, educators are constantly seeking innovative tools to enhance the learning experience and cater to the diverse needs of their students. One of the applications that can be utilized to create learning media is Canva (Salam & Mudinillah, 2021; Saputra et al., 2021). This media also helps students express themselves to communicate with others (Mudinillah & Rizaldi, 2021; Siburian et al., 2020). Canva gives a moment experience for students to engage in the creative process, allowing them to repeat the material by recalling prior knowledge. Visual media is a kind of media for language education applied as computer diagrams, whiteboard pictures, photos, book graphics, and cartoons (Mulyati et al., 2022; Sugianto et al., 2023). Canva, a versatile online design platform, has emerged as a promising tool with the potential to transform teaching and learning practices. Canva's extensive library of templates and design elements offers a wealth of resources for creating visually appealing and engaging educational materials (Mudinillah et al., 2022; Rahayu et al., 2021). Canva provides in conducting promotions and creating product content that has attractiveness and can be done easily. Empowering the users to create attractive and engaging products for young entrepreneurs. Some templates in Canva provide creativity, allowing the students to customize them with their brand colors, fonts, and images. Additionally, Canva provides design elements – icons, illustrations, and photos that can relate to their content (Fitria, 2022; Kharissidqi & Firmansyah, 2022).

Furthermore, to its educational benefits, Canva also offers practical advantages that streamline the learning process. Educators can save time and effort by utilizing Canvas pre-designed templates and drag-and-drop features, allowing them to focus on creating personalized content and engaging students. Canva presents itself as a valuable tool for educators seeking to enhance their teaching practices and promote effective learning among their students. Its versatility, accessibility, and collaborative features make it an ideal platform for creating engaging and informative educational materials, catering to the diverse needs of learners in both traditional and remote settings (Br. Siahaan & Nasution, 2022; Tanjung & Faiza, 2019). By being aware of factors that may hinder their creativity and collaboration when using Canva, students may be able to prepare solutions in advance and make decisions on how to integrate the platform into their academic endeavors effectively (Arif & Darmayanti, 2023; Br. Siahaan & Nasution, 2022). In the ever-evolving landscape of education, technology plays a pivotal role in enhancing the learning experience. Among the diverse tools available, Canva stands out as a versatile application with immense potential to revolutionize the way we teach and learn. Canva is a comprehensive design tool that is simple to use and wonderful for pros and beginners alike (Permata Puspita Hapsari & Zulherman, 2021; Rahmawati & Atmojo, 2021). Information and Communication Technology (ICT) provides students with digital-age literacy, inventive thinking, higher-order thinking skills, effective communication, and high productivity (Zhang, 2019). The incorporation of Canva into the realm of educational media presents some advantages; (1) Abundance of Eye-catching Designs, canva's extensive library of templates and graphics caters to diverse learning styles and preferences, ensuring that every student can engage with the material in a visually appealing manner. (2) Unleashing Creativity, both teachers and students can tap into their creative potential using Canva's intuitive interface and comprehensive set of tools. The ability to personalize and customize designs fosters a sense of ownership and encourages active participation. (3) Time Efficiency, Canva streamlines the process of creating engaging educational materials, saving valuable time for educators. With ready-made templates and drag-and-drop features, teachers can focus on crafting meaningful content rather than spending hours on intricate design details. (4) Mobility and Accessibility, canva's versatility extends beyond traditional desktop computers. The application is accessible on mobile devices, empowering educators and students to create and share learning materials from anywhere, anytime (Azizah et al., 2022; Khoiriyah et al., 2022).

Several studies examined the effects of incorporating Canva into student projects. The results were overwhelmingly positive. Using Canva increased their active participation and creativity during collaborative writing projects on diverse topics. Significantly, students (89%) found this method of learning and working in teams to be easy to understand and implement. The most impactful result came from the project presentations themselves (Anggraeni & Pentury, 2022; Titiyanti et al., 2022). Educators constantly seek resources to give students more authority and improve the educational process. Canva is a user-friendly design platform that is becoming increasingly popular as a tool. Canva's output provides an

effective means of encouraging innovation while increasing productivity(Mudinillah & Rizaldi, 2021) (Wahyuni & Thohiriyah, 2018). For students, this means actual gains. By allowing them to explore their creative potential through engaging visuals and design elements, Canva helps them develop their core academic skills. The result was high-quality school projects that showcased not only their knowledge but also their unique voice and perspective (Anggraeni & Pentury, 2022; Larasati, 2022). Canva empowers students to move beyond rote memorization and delve into a more dynamic and engaging way of learning (Amiliza Miarti, 2022; Candra et al., 2022). In conclusion, Canva emerges as a transformative tool in the educational landscape. Its user-friendly interface, extensive design library, and time-saving features empower educators to create engaging and effective learning materials that cater to diverse learning styles and preferences. As technology continues to revolutionize education, Canva is poised to play an increasingly prominent role in shaping the future of teaching and learning. Considering the importance of the role that technology-based learning media plays, training in developing creative learning media with Canva must be provided. Therefore, this study aims to investigate how the use of smart presentation applications affects vocational students' ability to generate innovation in the context of their preparation as young entrepreneurs.

2. METHOD

Sasaran The implementation of the training on the use of smart presentation tools such as Canva, which was carried out at a public vocational high school in Denpasar, took the form of a workshop. The flowchart below shows the details of the activity's implementation.
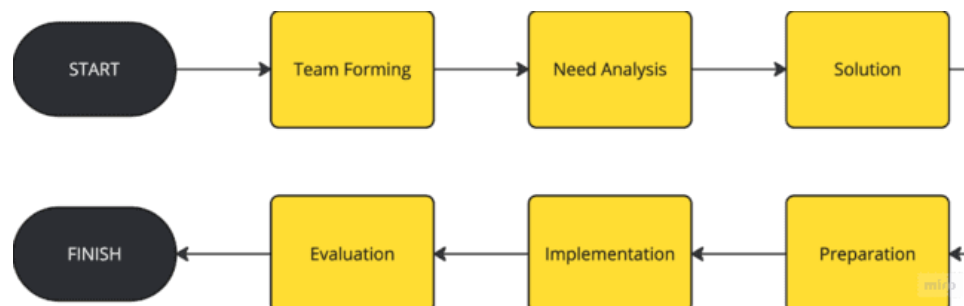

Figure 1. Workflow of the Community Service

The community service was implemented in accordance with the steps outlined above. The activity's implementation stages included team creation, needs analysis, solution analysis, and preparation. The activities outlined above were then followed by implementation and evaluation. The presentation for each activity is as follows: 1) Team Forming, each member of the team was assigned a distinctive set of tasks and responsibilities. These responsibilities and tasks were adjusted to each individual's level of skill and knowledge of the subject matter. 2) Need Analysis, the next stage involved analyzing the needs of the target participants. The target participants for this activity were grade 10 students at a state vocational high school in Denpasar, Bali. The participants were students from the Accounting, Banking, and Office Administration majors. All participants were also young entrepreneurs who were studying entrepreneurship and running businesses in the early stages. The needs analysis process was carried out by observing and interviewing a sample of students and teachers at the school. Based on the results of the needs analysis, it was found that there was a need for students who were also young entrepreneurs to improve their innovation in presenting their products or businesses in the ideation stage so that their business ideas could appear more innovative for the audience. 3) Solution, after concluding the needs of the participants, the speakers then designed solutions to address the problems faced by the participants. To improve the innovation of the students who were also young entrepreneurs, the speakers designed a training session on utilizing smart presentation apps. In today's technological era, there are many platform options that can help entrepreneurs create engaging content, especially when showcasing their products or businesses. Canva is one platform that can boost productivity and innovation for entrepreneurs (Sunarto & Setiadi, 2023). Due to the benefits that can be gained from using Canva, the speakers decided to integrate Canva as a smart presentation platform into this activity.4) Preparation, during the preparation stage, the speakers prepared several instruments needed for the implementation of the activity. PowerPoint slides were one of the main media used during the activity. These slides also included videos and images that helped participants visualize the theoretical explanations provided.

The speakers also prepared other supporting instruments such as a projector, laptop, LCD, and sound system. They also collaborated with the school as the venue provider to prepare the room, chairs, tables, and whiteboard that were then used for the training process. 5) Implementation, during the implementation process, the speakers divided the activity series into two parts: theoretical presentation and practical implementation. The 80 participants, who were young entrepreneurs and also students majoring in Accounting, Banking, and Office Administration, were then divided into groups of 4. The speakers used the explicit method to deliver the material. The explicit method consists of three important stages: simulation, collaborative practice, and independent practice (Astawa, et al, 2023). In the simulation stage, the presenter explained the theory of using smart presentation apps to improve the participants' innovation in presenting their business products. In addition, the team also explained the benefits and technicalities of using Canva as a smart presentation platform. Before this stage, the team also gave a pre-test to assess the participants' initial abilities before providing treatment. Next, the collaborative practice stage was conducted, which involved interactive collaboration between the implementation team and the participants. All participants and the team together practiced the steps involved in operating Canva. These two implementation stages were carried out in one session on April 25, 2024. The next session, held on April 30, 2024, focused on the independent practice implementation stage. In this stage, the participants were given time to practice what they had learned in the previous session independently. Each group of participants was also given the opportunity to present the results of their work. Then, the implementation team evaluated their work and awarded prizes to the 3 groups with the most significant results. 6) Evaluation, finally. After the implementation of the activity, an evaluation process was carried out to determine the effectiveness of the workshops. The results of this evaluation could also be used as a reflection for the activity speakers for similar activities in the future. In this evaluation stage, the implementation team distributed a post-test to assess the participants' abilities after receiving treatment or activity implementation. The results of the post-test were then compared with the results of the pre-test to determine the percentage of improvement obtained by the participants from this activity.

3. RESULT AND DISCUSSION

Result

The entire activity was carried out starting in November 2023. The activity began with the formation of a team and a needs analysis. The process of exploring or analyzing the needs of the partner took a long time due to the active communication and discussion between the implementation team and the partner. The next stage that required a considerable amount of time was the preparation process. During the preparation process, PowerPoint presentation slides were one of the main instruments needed by the implementation team. Figure 2 depicts a screenshot of the designed PowerPoint materials that were then presented to the participants during the implementation stage.
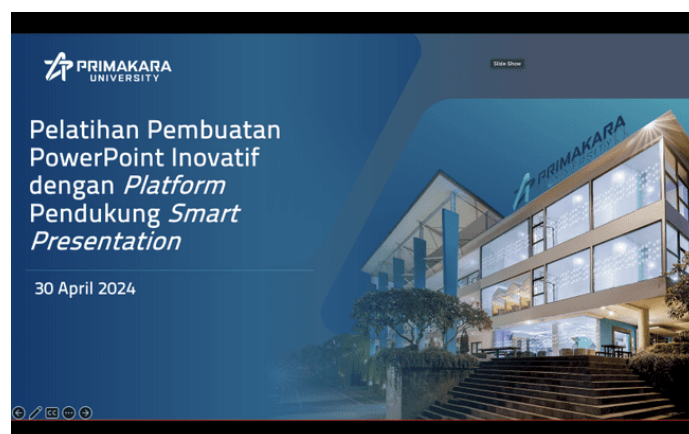

Figure 2. Material Title

The results of the needs analysis served as the basis for the formation of the material that was presented. To address these needs, three material points were presented: (1) The urgency of using technology to support young entrepreneurs, (2) Principles of media design, and (3) Smart presentation applications. These talking points are recorded in Figure 3.

Figure 3. Material that was presented during the implementation

Canva, a design editing application, was used as the focus of this activity. The implementation team introduced the features of the Canva application, followed by collaborative practice in operating and designing in Canva. Canva can be accessed through the web link https://canva.com/. A snippet of the material presented during the activity can be seen in Figure 4.
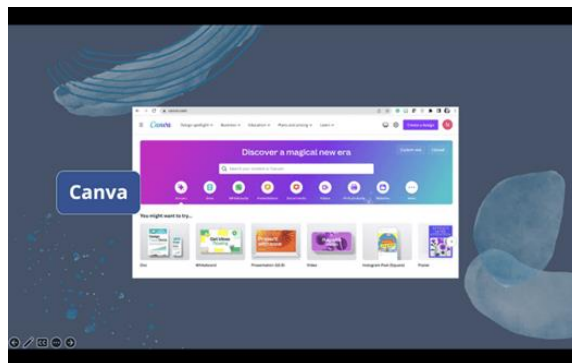
Figure 4. Explanation on Smart Presentation Apps

The implementation stage was carried out in 2 sessions on April 25 and 30, 2024. These dates were determined in accordance with the agreement of the partners. The Explicit Instruction method was used in the implementation of the activity. Before the activity was carried out, a pre-test was conducted to determine the students' knowledge of innovative presentation media before the treatment was carried out. The first stage in explicit instruction was a simulation stage conducted to introduce and explain to the participants the urgency and role of using smart presentations for young entrepreneurs. This was followed by a technical simulation of using Canva as one of the smart presentation applications. The implementation of this stage is depicted in Figure 5.

Figure 5. Explanation by Speakers

Following the simulation, the next stage of implementation was guided practice. Guided practice was conducted through the facilitation of participants by the speakers (Figure 6). The speakers supervised each stage carried out by the participants in implementing the creation of presentation media with Canva. In addition, the speakers also took advantage of this opportunity to answer any questions from the participants. The speakers also gradually assisted participants who experienced difficulties in the process of creating media using the Canva application.

Figure 6. Guided Practice Implementation

Once all participant questions were answered by the speakers during the guided practice stage, the next stage was independent practice. Independent practice was conducted by providing time for participants to explore their creativity and ideas. Independent practice aimed to hone students' abilities in practicing everything they had learned in the previous stages. With independent practice, participants could directly experience the first-hand experience of practicing their knowledge (Figure 7).

Figure 7. Independent Practice Implementation

Finally, each student group had the opportunity to present their work. Students were asked to come to the front of the class and show their work while explaining each slide they had designed, as can be seen in Figure 8. Next, the other students who were the audience had the opportunity to ask questions and provide feedback on the work that had been presented. Input and criticism from the audience could be used as input for the participants who presented their work and then could make improvements to their work. After the presentations of all groups were finished, an assessment was carried out by the speakers. The speakers determined the 3 groups with the best work, which were then given appreciation by the organizing committee.

Figure 8. Participants' Presentation

At the end of the activity, a post-test was conducted to assess the students' knowledge after receiving treatment from the speaker. The students' ability to design innovative presentations was evaluated in this test. The pre-test and post-test were administered with the same number of questions. The results of the pre-test and post-test were then compared to determine the percentage difference that occurred after and before the training was conducted. The questions in the tests consisted of 10 multiple-choice questions. A comparison between the pre-test and post-test results can be seen in Table 1.

Tabel 1. Result of Pre-test and Post-test

Pre-test	Post-test	Gap
6.16	7.70	1.54

Discussion

The study aimed to improve students' knowledge and skills for young entrepreneurs in creating innovative presentations using smart applications like Canva. Significantly, students (89%) found this method of learning and working in teams to be easy to understand and implement. The most impactful result came from the project presentations themselves (Anggraeni & Pentury, 2022; Howell et al., 2022). In this study, the pre-test and post-test results show a significant gap (1.54) between the scores, post-test score is higher than the pre-test. This indicates that students' understanding of innovative presentation design principles went up after implementing Canva application. Previous study state Canva offers various features and templates that can clarify and present information in an interesting way, which allows users to create interesting and creative visualizations (Candra et al., 2022; Christiana & Anwar, 2021). Canva can enhance creativity due to its user-friendly interface, simple icons, and tools. Teacher leaders can optimize their creativity in creating engaging learning materials through Canva (Fitria, 2022; Larasati, 2022; Saputra et al., 2021). This study showed that the use of Canva can promote students' abilities in creating innovative presentations. In addition, the guided and independent practice sessions using Canva showed the students' enthusiasm. Students could experiment with their understanding of the Canva application. The interaction occurred between students and researchers during the simulation's well-designed structure, starting with understanding the importance of good presentations for young entrepreneurs, followed by introducing design principles and hands-on practice with Canva (Churiyah et al., 2022; Nurhidayat, 2021). The final presentations with peer feedback allowed students to learn from each other's work, further enhancing their understanding. Therefore, the use of smart presentation tools such as Canva, which was carried out at vocational high school in Denpasar was effective to enhance the students abilities in creating innovative presentations (Daulay, 2023; Saputra et al., 2021).

This research is relevant as it investigates the use of smart presentation technology in vocational education. It aims to prepare students to become young entrepreneurs in line with today's job market demands. However, this study still has limitations in that student participation may vary based on their interest, motivation, or ability to use technology, which may affect the validity and representation of the study results. The implication of this research is that by using Canva, students can develop their creativity when creating innovative presentations. Interesting presentations with Canva, the students might become more engaged with the material they're presenting. This can lead to a deeper understanding and better retention of information. In addition, Canva allows students to experiment with different ways to present

information. This can help them develop strong communication skills by tailoring their presentations to their audience and purpose. This study offers collaborative presentations, students can work together to design and build presentations, fostering teamwork and communication skills. Moreover, innovative presentations can boost students' confidence in their work and presentation skills.

4. CONCLUSION

The conclusions of this research are, the use of the Canva application significantly enhances creativity when creating innovative presentations. The results show a significant gap between the scores (1.59), post-test score is higher than the pre-test. The result indicates that Canva application has significant influence on creativity of the students. Furthermore, Canva helps the students' independent practice by providing time for participants to explore their creativity and ideas in making presentations to show their own product. It empowers students to become not only more creative presenters but also stronger communicators.

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