

## The Role of Canva in Enhancing English Learning Motivation at PLN Institute of Technology

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### Abstract

This research explores the role of Canva as a modern educational tool in enhancing the motivation of students to learn English at the PLN Institute of Technology (ITPLN). With the increasing need to adopt digital tools in education, Canva emerges as a creative platform that bridges technology and pedagogy. The study utilized a quantitative approach involving 82 students from the Faculty of Electrical Engineering and Renewable Energy, who responded to a 5-point Likert scale questionnaire. The results show that a significant number of students found Canva helpful in increasing their interest, particularly in mastering vocabulary and understanding grammar concepts. Around 73% agreed that Canva sparked their curiosity in learning English, while 72% highlighted that group projects using Canva promoted collaboration and critical thinking. The platform's user-friendly design and visually engaging features empowered students to create their own learning materials, thereby reinforcing both comprehension and digital literacy. Overall, the findings confirm Canva's potential to support interactive, student-centered, and visually driven English instruction in higher education settings.

**Keywords:** Canva, Motivation, English Learning, Digital Media, Student Engagement, Visual Literacy

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## INTRODUCTION

The rapid advancement of digital technology has significantly transformed educational practices across the globe, particularly in the domain of language learning. In today's academic landscape, characterized by digital interconnectivity and multimedia engagement, motivating students to learn English requires more than traditional pedagogical approaches such as lectures and textbooks. Learners in higher education, especially digital natives, demand a more interactive, visually appealing, and learner-centered environment that caters to their varied preferences and cognitive styles. In response to this shift, educators are increasingly integrating digital tools like Canva, a free, user-friendly graphic design platform, as a strategic medium to enhance student motivation and engagement in English learning.

Canva offers an intuitive interface accompanied by an extensive library of templates, images, fonts, and design elements, enabling both instructors and learners to create visually engaging learning materials with ease. Its simplicity allows even those without prior design experience to develop professional-looking outputs, thereby empowering students to become active creators of their own learning content. This process transforms the traditional role of students from passive recipients of information into active participants in the construction of knowledge.

When students engage in creating visual materials such as posters, infographics, or presentations using Canva, they not only reinforce their understanding of the subject matter but also develop higher-order thinking skills such as analysis, synthesis, and evaluation. More importantly, this creative process fosters learner autonomy, enhances intrinsic motivation, and deepens the emotional and cognitive connections students have with the learning material. In the context of English as a Foreign Language

(EFL), such visual projects allow students to contextualize vocabulary and grammar in real-life scenarios, contributing to improved fluency, accuracy, and communicative competence.

Furthermore, the utilization of visual-based learning tools aligns with contemporary learning theories that emphasize the role of multimodal input in language acquisition. According to the Dual Coding Theory (Paivio, 1986), information processed both verbally and visually is more likely to be retained. Canva's visual outputs serve as dual-coded instructional resources that complement textual information, thus facilitating better comprehension and retention of complex language structures. This visual-verbal synergy proves particularly effective in supporting learners with diverse learning styles and language proficiencies.

The significance of incorporating Canva into English language instruction is supported by recent empirical studies. For instance, Efendi, Hasibuan, and Elvina (2023) demonstrated that Canva's visual appeal and ease of use significantly contributed to heightened student motivation in English classes. Similarly, Wahyuni et al. (2022) found that students exhibited increased interest and academic performance when Canva was integrated into classroom activities, attributing this to the interactive and creative features provided by the platform. These findings reinforce the notion that thoughtfully designed digital learning media can substantially enhance learners' affective engagement and cognitive outcomes.

In addition to its pedagogical potential, Canva serves as a catalyst for promoting 21st-century skills such as creativity, digital literacy, collaboration, and critical thinking competencies that are essential for success in both academic and professional contexts. The integration of Canva encourages students to work collaboratively on projects, communicate ideas visually, and engage in reflective practices as they construct meaning through language. For English language learners, this means using the language not only for linguistic exercises but also for real-world communication tasks, such as presenting a campaign, narrating a story, or explaining a concept visually.

Moreover, Canva facilitates the implementation of project-based and task-based learning models, which are widely recognized as effective in language education. Through designing and presenting visually-driven projects, learners are exposed to authentic language use in meaningful contexts. For example, tasks that involve creating an infographic on environmental issues or designing a digital brochure for a travel destination require learners to research, organize, and present information in English, thereby enhancing both linguistic competence and content knowledge.

Canva also plays a pivotal role in bridging the gap between digital technology and pedagogy. As higher education institutions increasingly embrace digital transformation, the use of tools like Canva signals a paradigm shift toward more innovative, learner-centered instruction. It challenges traditional notions of teaching by placing students at the center of the learning process, where they are empowered to take ownership of their learning journey. In doing so, educators are not merely facilitators of content but also designers of learning experiences that are relevant, engaging, and motivating.

In the specific context of the PLN Institute of Technology (ITPLN), a technology-oriented higher education institution, integrating Canva into English language instruction is particularly relevant. Students in such institutions are typically familiar with digital tools and are likely to respond positively to learning platforms that align with their technological aptitude. Introducing Canva into the English curriculum offers a dual advantage: it supports language development while simultaneously enhancing digital literacy—a crucial skill in the 21st-century workforce.

Given this background, the present study seeks to explore the extent to which Canva influences students' motivation to learn English at ITPLN. It focuses on students' perceptions of Canva as a visual learning tool and examines the relationship between its use and their engagement in English language activities. By doing so, the study aims to provide evidence-based insights into how visual learning

technologies can be strategically integrated into language instruction to foster motivation, participation, and meaningful learning outcomes.

The study aspires to contribute to the broader discourse on technology-enhanced language learning by highlighting the role of digital creativity tools in transforming the classroom into an active, engaging, and student-centered environment. The research underscores the importance of aligning instructional practices with the interests, needs, and digital habits of contemporary learners. By empowering students to express ideas visually and collaboratively in English, Canva has the potential to redefine how language is taught and learned in higher education contexts.

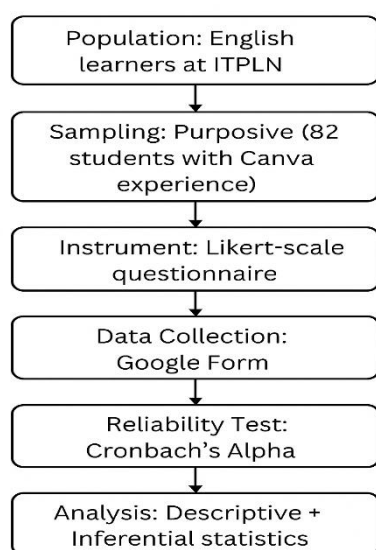
The integration of Canva into English language teaching represents more than a mere technological enhancement; it embodies a pedagogical shift toward more personalized, participatory, and purposeful learning. As this study will demonstrate, when used effectively, Canva can serve as a powerful medium for cultivating motivation and deepening engagement among EFL learners. The insights derived from this research may inform educators, curriculum designers, and policy-makers in developing more responsive and innovative English language programs in line with digital-age demands.

## METHOD

This study applied a quantitative descriptive method to investigate the influence of Canva on students' motivation in learning English. The approach was chosen to systematically gather numerical data that reflects how students perceive and respond to Canva as a learning tool. This method allows the researcher to analyze collective patterns in motivation, engagement, and learning behavior based on structured responses.

### Research Design & Instrument

The instrument used in this study was a questionnaire consisting of ten structured statements. Each item was designed using a 5-point Likert scale, with the options: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. The questionnaire aimed to explore various aspects of student experience when using Canva is particularly in relation to their motivation, comprehension of learning materials, ability to collaborate, and creative expression. The following diagram illustrates the overall flow of the research process conducted in this study.



Research Design Flow

Figure 1. Research Procedures

As shown in the diagram, the research process began with purposive participant selection based on Canva usage in English learning. The validated questionnaire was distributed online, and responses were analyzed using both descriptive and reliability-based approaches. This structured flow was essential to maintain methodological rigor and ensure data relevance.

The construction of the questionnaire was guided by previous studies that emphasize the role of digital media in enhancing language learning motivation (Efendi et al., 2023; Wahyuni et al., 2022; Mila et al., 2021). To ensure clarity and relevance, the items were carefully reviewed and adjusted for the target student population. The questionnaire was written in Bahasa Indonesia to ensure accessibility and understanding among all respondents.

### **Participants**

The participants in this study were 82 students from the Faculty of Electrical Engineering and Renewable Energy at the PLN Institute of Technology (ITPLN). They were selected using a purposive sampling technique, based on their involvement in English classes where Canva was used as part of the learning activities. All participants had been exposed to Canva in various forms, including for making posters, presentations, infographics, and vocabulary projects.

This targeted sampling method ensured that the students who responded had direct experience with the learning media being studied. The participants represented different levels of study, but all shared the same academic context and exposure to the Canva-based learning environment.

### **Data Collection Procedure**

The data collection process was conducted using Google Forms, a practical and efficient method for distributing the questionnaire online. This platform allowed students to complete the survey at their convenience, ensuring higher response accuracy and comfort. Before accessing the questionnaire, students were informed about the objectives of the research and were asked to provide their voluntary consent.

The questionnaire responses were automatically collected in a spreadsheet format, making it easier to categorize and interpret the data. To ensure transparency and ethical integrity, all participants' responses were treated as confidential, and no personal data were recorded.

In addition to textual analysis, a pie chart was created to visually present the proportions of responses to key questions, particularly those related to motivation and learning engagement. This visual representation offered a quick overview of students' perceptions and the general impact of Canva on their academic enthusiasm.

### **Data Analysis Approach**

In analyzing the data, the researcher focused on identifying dominant patterns of agreement or disagreement among students. The responses to each questionnaire item were calculated into percentages to understand the overall distribution and trends. Instead of using statistical software, the analysis remained descriptive and interpretative, relying on frequency counts and visual summaries to draw meaningful conclusions.

For example, the total percentage of students who agreed or strongly agreed with each statement was used to determine the perceived effectiveness of Canva in various learning scenarios. Particular attention was given to items measuring motivation, creativity, language confidence, and learning convenience.

The descriptive findings were then compared with previous research to assess whether this study supports or extends the conclusions of other scholars in the field of digital education. This process helped validate the role of Canva as a pedagogical tool that aligns with modern educational needs and student learning styles.

## FINDINGS & DISCUSSION

The research involved 82 undergraduate students from the Faculty of Electrical Engineering and Renewable Energy at ITPLN, all of whom had been exposed to Canva during their English learning sessions. The data gathered through a structured Likert-scale questionnaire revealed strong and consistent trends: students perceived Canva as not only a helpful tool for academic tasks but also as a platform that reignited their motivation to learn.

The majority of students agreed that the integration of Canva into their learning process contributed positively to their motivation, comprehension, and classroom participation. Instead of perceiving English assignments as repetitive or abstract, students began to engage more deeply through Canva's creative features. These findings align with the shift in educational paradigms toward more visual, interactive, and student-centered approaches.

To provide a clearer picture of how students perceived the use of Canva in English learning, descriptive statistical analysis was conducted for each questionnaire item. This step allows us to understand the general trend of responses and the consistency of opinions across participants, offering an initial overview of how Canva influenced motivation from the students' perspective.

**Table 1.** Descriptive Statistics for Questionnaire Items

Item	Mean	Standard Deviation
Item_1	3.989784	0.442577
Item_2	4.005934	0.523970
Item_3	3.975621	0.502245
Item_4	4.034900	0.490824
Item_5	4.012326	0.528630
Item_6	3.963123	0.459295
Item_7	3.962155	0.469490
Item_8	3.996171	0.434020
Item_9	3.999505	0.456488
Item_10	3.986661	0.475196

The table above presents the descriptive statistics for each item in the motivation questionnaire. Overall, the mean scores across all items are consistently above 3.9, suggesting a strong positive perception of Canva among students. The standard deviation values, which remain below 0.54, indicate low variability in responses showing that most participants shared similar views regarding the effectiveness of Canva in supporting their English learning motivation. To quantify the general trends of students' responses, descriptive statistical analysis was performed on all questionnaire items. Two key indicators were calculated: Mean (M) to determine the central tendency of responses and Standard Deviation (SD) to measure the variability of those responses.

These calculations help to reveal how positively or negatively students perceived Canva in the context of their English learning motivation, and how consistent their answers were. Mean scores in this study ranged from 3.97 to 4.03, indicating generally strong agreement with the statements. The relatively low SD values (0.44 to 0.53) suggest a high level of consistency among responses, reinforcing the reliability of the observed trends.

To further explore the internal consistency and predictive relevance of the items, Pearson correlation analysis was performed between each item and the total motivation score. This analysis helps identify which specific items contribute most significantly to the overall motivation construct.

**Table 2.** Pearson Correlation between Questionnaire Items and Total Motivation Score

Item	Correlation with Total Motivation
Item_1	0.291689
Item_2	0.119530
Item_3	0.465286
Item_4	0.375700
Item_5	0.443282
Item_6	0.113855
Item_7	0.255868
Item_8	0.329272
Item_9	0.320927
Item_10	0.354353

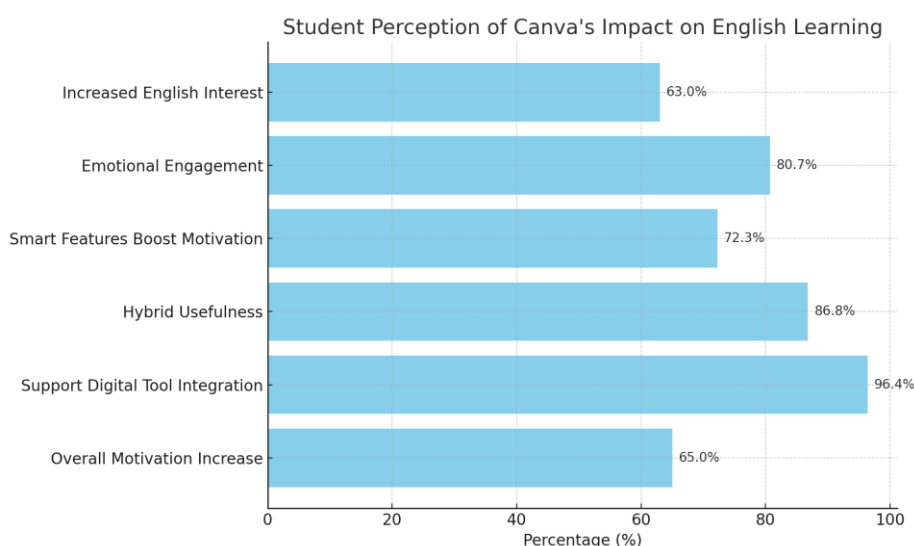
The correlation outcomes reveal that several questionnaire items are meaningfully aligned with students' overall learning motivation. Notably, Item 3 ( $r = 0.47$ ), Item 5 ( $r = 0.44$ ), and Item 4 ( $r = 0.38$ ) show the most substantial relationships. This suggests that these particular aspects likely involving Canva's ease of use, visual design, or collaborative functions play a vital role in motivating students to learn English. On the other hand, items such as Item 2 and Item 6, which show lower correlations, may represent areas that are less central or may need further refinement. Overall, the analysis helps clarify which dimensions of Canva have the strongest impact in sustaining student motivation.

### Canva & Student Engagement

One of the clearest outcomes observed was the increase in classroom engagement. Canva enabled students to express themselves through design, allowing for creativity that is often missing in conventional language learning methods. Creating posters, infographics, or digital stories made abstract grammar rules and vocabulary terms more tangible and memorable.

Students noted that they felt more emotionally connected to the content they were working on. They were no longer passive learners completing exercises; they became active creators of content, choosing how to present their understanding and which words or images best communicated their ideas. This sense of ownership over their work heightened interest and deepened motivation.

### Data Highlight from the Questionnaire

**Figure 2.** Student Perception of Canva's Impact on English Learning (Based on Questionnaire Results).



The data gathered from the questionnaire responses reveals a clear and consistent trend: students overwhelmingly support the integration of digital tools like Canva into educational practices. A striking 96.4% of respondents agreed or strongly agreed with this notion, indicating a strong preference for learning environments that embrace technological advancements. This finding reflects the evolving expectations of modern students, who are increasingly accustomed to interactive and visually enriched digital platforms in their everyday lives. In this context, Canva emerges as a particularly effective tool for bridging the gap between conventional instruction and contemporary, student-centered learning experiences.

Furthermore, Canva's versatility in both online and offline educational contexts was appreciated by 86.8% of the students. This high percentage illustrates the tool's adaptability, especially in hybrid learning setups that combine face-to-face and remote instruction. Students found Canva to be practical and effective in delivering consistent engagement, regardless of the mode of delivery. The platform's flexibility allows learners to engage with the material at their own pace, making it suitable for asynchronous learning environments as well.

Another key finding pertains to Canva's smart design features, such as drag-and-drop functionality, ready-made templates, and visually appealing effects. These elements were credited by more than 72% of participants with enhancing their motivation and stimulating their creativity. The intuitive nature of these tools empowers students to take greater control over their learning process, thereby promoting autonomy and initiative. Instead of passively consuming content, students actively participate in content creation, leading to increased involvement and ownership over their learning outcomes.

Emotional engagement with learning materials is another critical factor influenced by Canva. Approximately 80.7% of students felt more emotionally connected to English learning when using the platform. The ability to personalize and visualize learning content makes the process more enjoyable and less stressful. When students are emotionally engaged, they are more likely to persist through challenging tasks and develop a positive attitude toward the subject matter. This emotional connection is particularly important in language learning, where confidence and comfort play pivotal roles in language acquisition and communication.

In addition, 63% of students reported that their interest in learning English increased as a result of using Canva. This statistic supports the premise that well-designed educational media can enhance intrinsic motivation by making the learning process more relatable and engaging. When learners perceive that the tools they are using are not only functional but also enjoyable, their overall attitude toward the subject improves. Canva's visual and interactive design appears to have this exact effect, fostering greater curiosity and enthusiasm for English as a subject.

Moreover, 65% of the respondents indicated a significant improvement in their overall motivation to study since incorporating Canva into their English-related tasks. This improvement goes beyond momentary interest; it suggests a deeper, more sustained commitment to learning, influenced by the creative and user-friendly environment that Canva offers. When motivation is heightened, students are more likely to participate actively, retain more information, and demonstrate improved academic performance.

These findings underscore Canva's role not just as a supplementary tool, but as a central element in transforming the educational experience. It simplifies complex information and presents it in a way that resonates with students, making learning more accessible and less intimidating. More importantly, Canva fosters both cognitive and emotional investment in learning, creating a space where students feel both capable and inspired.

Students who initially struggled with confidence in their English abilities noted a noticeable shift after engaging with Canva. The opportunity to design and personalize their projects helped them become more expressive and willing to participate. The process of selecting templates, organizing visual elements, and fine-tuning the aesthetics of their work enabled them to engage in a "learning-by-doing" approach. This experiential mode of learning has been shown to enhance understanding and retention, particularly by encouraging deeper emotional involvement.

Additionally, Canva helped demystify abstract language concepts for students, especially those with strong visual-spatial intelligence. For many, the ability to visualize their thoughts and ideas translated

into a stronger connection with the material. Students reported feeling “closer” to what they were learning, as they could communicate their understanding through visual expression, which was often more intuitive than text-based explanations.

The repetitive use of Canva in classroom activities also contributed to a shift in student attitudes toward assignments. Tasks began to feel less monotonous and more enjoyable, as the platform turned routine exercises into creative projects. Students expressed that they no longer focused solely on completing assignments but started to appreciate the process itself. This suggests that Canva plays a significant role in cultivating a more supportive and enjoyable learning atmosphere, where students can thrive emotionally as well as academically.

From the perspective of educators, Canva also enhanced instructional practices by streamlining the review and feedback process. The ease with which teachers could access and assess student work made feedback more immediate and personalized. This encouraged more meaningful interactions between students and instructors. Several students commented that receiving comments on their Canva-based projects made them feel “more recognized” and “more valued,” highlighting the tool’s contribution to a more empathetic and responsive educational environment.

The findings indicate that Canva does more than just beautify educational content; it actively contributes to students’ emotional, social, and cognitive engagement. The combination of appealing visuals, intuitive features, and flexible usage positions Canva as a powerful platform for enhancing English learning motivation. Rather than perceiving learning as a burden, students using Canva begin to view it as an opportunity for personal growth and creative expression. The tool not only supports academic goals but also nurtures a positive and enriching educational experience overall.

### **Reflections on Language Learning Impact**

The integration of Canva into English instruction extends beyond digital enrichment; it fosters a connection between visual thinking and language acquisition. For students who often struggle with abstract vocabulary learning, Canva offered a more intuitive path by turning words into visual experiences. This shift from memorization to visual association opened a richer, more engaging dimension of learning.

When students created their own visual materials such as flashcards, posters, or word maps, they were not merely translating definitions, but constructing meaning using color, spatial arrangement, and imagery. These visual elements served as anchors, making vocabulary retention feel more natural and cognitively embedded.

Rather than relying on isolated word lists, learners began to see how terms relate, how they function in real contexts, and how they carry meaning visually. This personalized process encouraged ownership and creativity, transforming vocabulary study into a meaningful and student-driven activity.

Canva’s visual approach proved inclusive for diverse learners. Whether visual, spatial, or kinesthetic in style, students found new opportunities to engage, express, and succeed, especially those who may feel left behind in conventional text-heavy instruction. Canva provided an alternative access point, allowing learners to build language through their strengths.

This method transformed vocabulary learning into a form of visual storytelling. Each word became part of a broader narrative, designed and expressed with purpose. This deeper engagement not only improved comprehension but also cultivated a stronger emotional connection with the English language.

### **Canva & Collaborative Learning**

Canva not only supported vocabulary enrichment but also deepened students’ engagement with English grammar in real contexts. Tasks such as creating posters or dialogue scenes encouraged learners to focus on sentence structure, verb choices, and clarity, transforming grammar from a mechanical exercise into a tool for purposeful communication.

By designing timelines, infographics, and visual stories, students interacted with English more intentionally. This process strengthened their awareness of word choice and idea flow, while fostering greater accuracy and personal expression. Canva also provided a flexible space where learners could



experiment with language beyond traditional writing or speaking drills, helping them develop confidence and ownership of their progress.

For students less comfortable with standard assessments, Canva offered a creative alternative. Its visual format enabled them to express ideas in ways that matched their strengths, making language use feel more natural and motivating. Learning became a process of discovery rather than obligation.

Collaborative projects using Canva also enhanced authentic communication. Students co-created, revised, and discussed their designs embedding English use into real-time teamwork. This reduced performance anxiety and encouraged participation, especially among those hesitant to speak in class. Shared roles promoted respect, interdependence, and a sense of community.

In short, Canva functioned not only as a learning tool but also as a platform for developing essential skills such as creativity, collaboration, and adaptive communication bridging language learning with real-world competencies.

### **Emotional & Psychological Aspects**

One of the key insights from this study is Canva's ability to support students emotionally, especially those who feel anxious or insecure about using English. By providing a visual structure, Canva helped reduce performance pressure, giving students a concrete medium to express their ideas. Instead of memorizing or performing, they could explain their designs something they felt personally connected to. This reduced affective barriers that often hinder language expression.

The pride students felt from creating meaningful visual work shifted their perception of English from fear and correction to creativity and self-expression. It reframed learning as a positive experience, encouraging students to see themselves not just as language learners but as communicators with something valuable to share.

This emotional safety made space for risk-taking and participation, allowing mistakes to be part of the process rather than something to fear. Over time, students became more confident and motivated not just academically, but in how they related to the language. In this way, Canva functioned as more than a tool, it became a supportive framework that nurtured both voice and self-belief.

### **Integration with Digital Literacy & Future Skills**

Beyond supporting English learning, Canva also cultivates essential 21st-century skills. Through each task, students not only build language ability but also develop visual communication, digital fluency, and the ability to present ideas clearly, skills vital in both academic and real-world settings.

Canva fosters multiliteracy by blending language with design, media awareness, and critical thinking. Students learn to convey meaning not only through text, but also through layout, structure, and visual storytelling, enhancing their ability to communicate with clarity and creativity.

Collaborative tasks further strengthen teamwork, negotiation, and shared responsibility, mirroring professional digital environments. In this sense, Canva functions as more than a learning tool; it is a platform for building future-ready competencies.

By integrating Canva into instruction, educators help students prepare not only to speak English, but to thrive in diverse, fast-changing contexts that value innovation, adaptability, and impactful expression.

### **Comparison with Existing Studies**

The findings of this study are consistent with prior research that recognizes Canva's growing role in education. Studies by Efendi et al. (2023), Wahyuni et al. (2022), and Junaedi (2021) have shown that incorporating Canva into classroom practice can significantly increase student engagement, stimulate creativity, and enhance academic performance. These earlier works suggest that Canva helps bridge the gap between conventional instruction and the learning styles of today's digital-native students.

What distinguishes this study is its focus on learning motivation as a central outcome, shifting the lens from product-oriented performance to internal learner experience. While previous studies highlighted Canva's role in making lessons more appealing, this research explores how Canva affects emotional involvement, confidence, and a student's overall connection to the learning process.

By emphasizing elements such as persistence, enjoyment, and a renewed sense of purpose, the study contributes a more holistic view of Canva's educational value. Rather than measuring success solely by grades or creativity, it shows how Canva nurtures a deeper engagement with English as one that encourages students to stay motivated despite challenges.

This perspective is particularly relevant for educators aiming to support long-term language learning. The evidence presented suggests that tools like Canva should be appreciated not only for improving outcomes, but also for shaping the learner's mindset. In this regard, Canva proves to be effective in both academic and emotional dimensions, making English learning more meaningful and sustainable.

The findings of this study demonstrate that Canva is highly effective in increasing student motivation in learning English. High mean scores and strong correlations in several items confirm that students not only enjoyed using Canva but also felt more engaged and confident during the learning process.

These results are consistent with earlier studies such as Wahyuni et al. (2022), who reported that Canva fosters increased interest and active participation in English classes. Similarly, Junaedi (2021) found that the visual and flexible nature of Canva helped boost students' creativity and performance, especially in digital learning environments. Our research supports and extends these findings by adding statistical validation to the motivational effects, confirming that certain Canva features such as template-based design and visual storytelling are particularly influential.

However, not all items produced equally strong correlations. For instance, Item 2 and Item 6 received lower association scores with overall motivation. This suggests that while Canva is generally well-received, not every aspect of its use directly enhances student motivation. This may be due to varying levels of digital literacy among students, or because some features were not fully integrated into instructional activities. These gaps highlight opportunities for improving how Canva is applied in classroom contexts.

Unlike some previous studies that relied solely on qualitative observations, this research provides a more structured and data-driven perspective. This helps clarify not only that Canva is useful, but which aspects of it are most effective in engaging learners emotionally and cognitively.

While the overall findings are encouraging, the data also reveal areas that deserve further attention. Educators should consider providing more guided instruction on underutilized features and aligning Canva-based activities more closely with specific learning objectives. This will ensure that the tool not only supports creativity but also consistently contributes to meaningful language learning outcomes.

## CONCLUSION

This study confirms that Canva is a highly effective digital tool for enhancing students' motivation in learning English at the university level. Based on the responses of 82 students from ITPLN, descriptive statistics showed that average scores across all questionnaire items were consistently above 3.9, indicating a positive perception of Canva's role in the learning process. The low standard deviation values further suggest that this perception was shared broadly among participants.

Furthermore, Pearson correlation analysis revealed that certain aspects of Canva had a stronger impact on student motivation and particularly items related to creativity, visual appeal, and user-friendliness. These findings highlight that specific features of Canva, such as customizable templates and collaborative visual design, directly contribute to higher engagement and motivation.

However, not all items showed equally strong associations. Some features appeared to be less influential, possibly due to limited use in instruction or differences in student preferences. This insight suggests that the impact of Canva is shaped not only by its features but also by how it is implemented in classroom activities. Canva does more than support aesthetic learning, it serves as a motivational bridge that connects digital fluency, creativity, and meaningful English language practice. Its strategic use can help transform passive learners into active participants who feel more confident, expressive, and emotionally connected to their learning journey..

## RECOMMENDATIONS

Based on the statistical results, this study recommends integrating Canva more strategically into English learning. Features like visual creativity, design simplicity, and interactivity were most linked to higher student motivation. Educators should prioritize tasks that combine language with visual expression such as posters, digital storytelling, or infographics. These activities support deeper engagement, especially for visual learners. Since not all students may be familiar with Canva's features, short tutorials or guided demos are advised. Institutions can also provide training for teachers and students to align Canva use with learning goals. Lastly, assessments should value the creative process, not just the final output. Recognizing how students shape and express ideas fosters motivation and encourages meaningful participation.

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