

Enhancing Student Engagement and Academic Performance Through Digital Literacy : A Transformative Approach in Canva Application

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Abstract. This study investigates the impact of Canva, a digital literacy tool, on enhancing student engagement and academic performance through the lens of Self-Determination Theory by Johnmarshall Reeve (2012). Using qualitative methods, data were collected from student responses via questionnaires. The findings reveal that Canva positively influences the four dimensions of engagement: behavioral, emotional, cognitive, and agentic. Behavioral engagement is supported through its intuitive tools that promote focus and persistence. Emotional engagement is enhanced by evoking positive emotions and reducing stress. Cognitive engagement is fostered by encouraging critical thinking and creativity, while agentic engagement empowers students to take ownership of their learning processes. Despite challenges such as limited free features, students effectively utilized Canva's resources to overcome these barriers. The study concludes that Canva offers a transformative approach to education, promoting 21st-century skills and bridging traditional learning with digital literacy. Future improvements could expand free templates, collaborative features, and educational resources, further amplifying its benefits in academic settings.

Keywords: Canva, Digital literacy, Self-determination, Student engagement.

1. INTRODUCTION

Student engagement is a vital determinant of successful learning outcomes. According to Fredricks et al. (2004), it involves students' emotional, cognitive, and behavioral participation in educational activities. In the modern age, technology plays a key role in fostering engagement by creating a learning experience that is more interactive, enjoyable, and relevant. Integrating technology into education allows students to better comprehend concepts and actively engage in the learning process (Matizirofa et al., 2021).

Digital literacy tools, such as Canva, have become prominent in facilitating technology-enhanced learning. Canva offers user-friendly graphic design features, enabling educators and learners to develop visually engaging content like infographics, posters, and presentations (Sinaga et al., 2023). Moreover, Canva's collaborative functions allow students to work in groups, exchange ideas, and creatively complete tasks, supporting the cultivation of critical 21st-century skills such as creativity, communication, and teamwork.

Interactive tools like Canva simplify complex concepts by transforming abstract ideas into more concrete visual representations. As highlighted by Nurhaswinda et al. (2023), visual media enhance students' understanding while fostering deeper engagement in learning activities. This level of involvement builds a stronger connection between students and their learning environment, promoting a positive and productive educational atmosphere.

In addition to boosting engagement, digital literacy significantly enhances academic performance. Mehrvarz et al. (2021) argue that students proficient in digital literacy are better equipped to access, evaluate, and present information, leading to improved academic results. For instance, digital tools encourage collaboration and problem-solving, helping students complete projects more efficiently while fostering critical thinking and innovation.

Nevertheless, implementing digital literacy faces several challenges. One major issue is the unequal access to technology across different regions, particularly in underprivileged areas (Katz & Macklin, 2007). Additionally, varying levels of digital competence among students can hinder the effective integration of digital tools into learning. Educators must, therefore, devise inclusive strategies to bridge these gaps and ensure equitable access to digital literacy.

Educators also need to develop sufficient digital competencies to fully utilize tools like Canva. These competencies include technical skills, pedagogical strategies, and an awareness of social contexts (Instefjord & Munthe, 2016). By mastering these abilities, teachers can use technology effectively to meet students' needs and create meaningful educational experiences while fostering closer connections with learners (Carr, 2016).

This study investigates the impact of digital literacy, particularly through Canva, on improving student engagement and academic outcomes. By exploring how digital literacy influences engagement and its role in academic achievement, this research aims to highlight the transformative potential of integrating digital tools into modern education.

2. LITERATURE REVIEW

Digital literacy refers to the ability to effectively and critically use digital technologies for various purposes, including accessing, managing, evaluating, and creating information. It encompasses skills such as using computers and software, understanding online communication, protecting personal data, and engaging in collaborative networks. Digital literacy is essential for navigating the digital world safely and responsibly, enabling individuals to participate fully in society, education, and the workforce. It includes not only technical skills but also cognitive and social competencies necessary for effective digital engagement.

Transformative education is an education towards change in a better direction. The process of change both for himself and change for his environment. Transformative education not only emphasizes the transfer of knowledge, but also on value. This means that the implementation of transformative education is an education that wants a comprehensive change both in terms of knowledge and actions of learners (Mezirow, 2018).

Engagement is a multidimensional construct. The research uses the Self-Determination Theory by Johnmarshall Reeve (2012). Self-determination theory (SDT) is a motivational theory that applies traditional empirical methodologies in the classroom.

Canva Media is a popular tool in online learning that allows teachers, students, and learners to easily create various types of visual content. Canva provides a variety of ready-to-use design templates, graphics, images and intuitive design tools, making it easy to create presentations, infographics, posters, brochures and more without requiring advanced graphic design skills.

In the learning context, Canva plays an important role (Larasati & Rustandi, 2022; Yundayani et al., 2019). Teachers can use Canva to create interesting and informative learning materials, which can help students understand difficult concepts better. In addition, Canva also facilitates collaboration, because teachers and students can work together to create joint projects online. Students can also use Canva in their learning. They can use this platform to create creative presentations, assignments, or other projects. With a wide selection of available templates and design elements, Canva helps students develop graphic design skills while conveying information in a more interesting way (Fitria, 2022; Monoarfa & Haling, 2021). Additionally, Canva also supports independent learning by providing tutorials and learning resources that can help students understand how to use the tool effectively. Thus, Canva Media becomes a valuable tool in increasing interactivity, creativity and learning effectiveness in the digital era (Rahmatullah, 2020; Rahmawati & Atmojo, 2021).

There is many previous research has been done about Digital Literacy, such as: Online Course Application: The Strategies in Boosting Students' Engagement by Ishlahiyah, M., Furaida, A., & Latifah, N. (2020). The Effectiveness of Canva as An Application of Innovative Media Compilation to Improve Elementary Teacher's Digital Literacy by Tyas, D. N., Sulistyorini, S., Sukasih, S., Wulandari, D., & Suparti, S. (2022). The Effect of Problem-Based Flipped Classroom Learning Accompanied by Digital Literacy Using

EdPuzzle on Spatial Problem-Solving Abilities for 7th-Grade Students at Pangudi Luhur Ambarawa Junior High School by Destiana, B. J. P., Sarwono, S., & Wijayanti, P. (2023). Systematic Review of Digital Literacy in the Implementation of Indonesian Language Learning. *Devotion: Journal of Research and Community Service*, 5(1), 36-47 by Septiari, W. D., & Suwandi, S. (2024). Effectiveness of using digital media based on canva application in primary school learning: A Systematic Literature Review. *Jurnal Perkembangan Ilmiah Multidisiplin*, 1(1), 12-22 by Arwanda, Z., Pradana, D. D., & Widiyanto, D. N. (2024).

3. METHODOLOGY

This study adopted a qualitative research design, which centers on exploring the meanings individuals assign to various issues or challenges. The focus is on understanding the participants' personal experiences and perspectives. Qualitative research is flexible, allowing for adjustments in research questions and data collection methods as the researcher interacts with participants (Creswell & Clark, 2018). The goal of this approach is to gain an in-depth understanding of how individuals or groups interpret social or human problems, using non-numerical data such as interviews, observations, and text analysis to capture insights into participants' experiences, views, and motivations (Edmonds & Kennedy, 2017).

One specific method within qualitative research is the case study, which involves an extensive investigation of a particular instance or phenomenon within its real-world context. This approach allows researchers to develop a comprehensive understanding of complex issues by focusing on a single case, often utilizing multiple data collection techniques such as interviews, observations, and document analysis. It is particularly useful for studying phenomena that are closely tied to their context and cannot be easily separated from it (Soerjasih et al., 2017).

According to Yin (2018), case study research involves several strategies for data collection, including the use of multiple evidence sources, such as interviews, observations, and questionnaires, to enhance the credibility of the findings. The current study seeks to examine the use of Canva as a digital learning tool in education. Specifically, it focuses on understanding the experiences, perceptions, and challenges faced by students in integrating Canva into the educational curriculum. Data was gathered through semi-structured

interviews, observations, and questionnaires, and analyzed using thematic analysis. This approach is designed to identify, examine, and report patterns (themes) within the data, highlighting recurring ideas and insights emerging from the data collected via interviews, observations, and questionnaires. Thematic analysis provides a deeper understanding of the underlying meanings related to the case (Taylor et al., 2016).

Research Design

This study adopts a qualitative research approach to examine the influence of digital literacy, particularly through the use of Canva, on student engagement and academic achievement. Qualitative research is suitable as it facilitates a comprehensive understanding of participants' experiences, perspectives, and the contexts in which they engage with technology (Creswell, 2014). Data will be gathered via an open-ended questionnaire, enabling participants to provide detailed, reflective responses.

Participants

The participants in this study will include students who actively use Canva as part of their academic activities. A purposive sampling technique will be employed to select individuals who are familiar with Canva and willing to share their insights regarding its impact on engagement and learning outcomes. This sampling strategy ensures that participants can offer valuable and relevant perspectives related to the research focus.

Data Collection

The questionnaire will be distributed via online platforms such as Google Forms to provide participants with easy and convenient access. This approach allows participants to complete the questionnaire at their preferred time, which helps improve the response rate. The data collection will span two weeks, and follow-up emails will be sent to motivate participants and remind them to finish the questionnaire. This strategy ensures that a sufficient number of responses are collected, enhancing the research's validity. Participation in the study is entirely voluntary, and participants will be assured that their responses will be kept anonymous and confidential. In line with ethical guidelines, no personally identifiable information will be gathered, and all data will be securely stored. Furthermore, participants will be informed that they can withdraw from the study at any time without

facing any penalties. This approach adheres to ethical standards, promoting transparency and respecting participants' rights (Creswell, 2014; Silverman, 2016).

Data Analysis

Thematic analysis was applied to analyze the qualitative data obtained from observations and questionnaires. This method is a widely used and flexible approach for interpreting qualitative data, particularly useful in focus group settings. The process typically involves an inductive approach where the researcher interacts closely with the data to uncover and understand recurring themes that emerge from participant responses (Flick, 2018; Braun & Clarke, 2006).

For this study, the data will be systematically coded, broken down, and analyzed to identify significant themes, patterns, and insights related to the implementation of Canva as a digital learning tool in education. The findings will offer a comprehensive understanding of students' experiences and perceptions regarding the use of Canva, shedding light on its impact on engagement and learning outcomes.

4. RESULT AND DISCUSSION

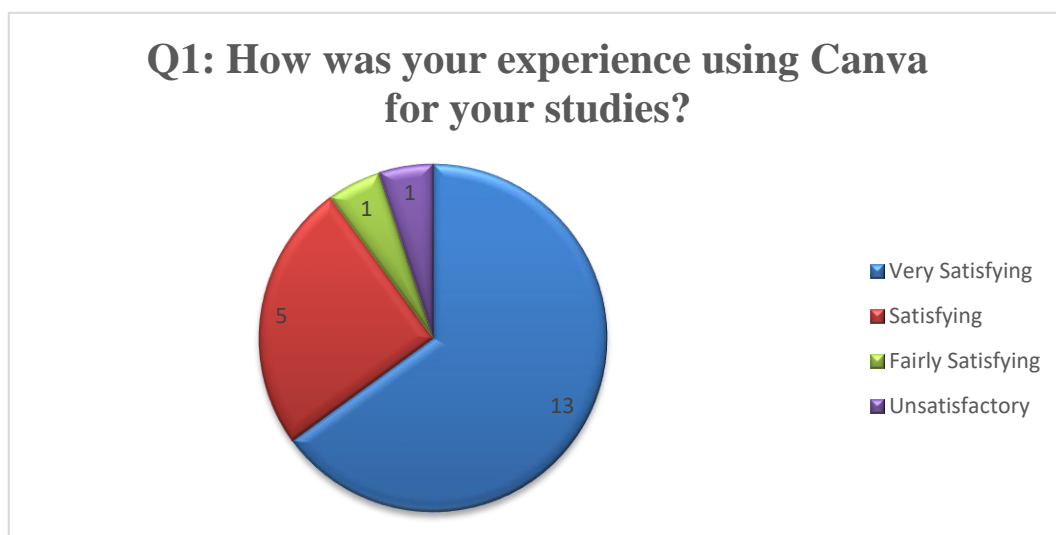
There are some questions provided from Google Form survey, such as:

1. How was your experience using Canva for your studies?
2. How do you feel Canva has helped you complete your studies?
3. What is the main benefit you experience when using Canva to create study materials, such as presentations or posters? Please elaborate it.
4. Do you feel that Canva helps enhance your engagement in academic assignments? Please explain your reason.
5. What challenges or difficulties have you encountered while using Canva in your studies? How did you overcome them?
6. How can Canva assist you in conveying ideas or information in order to enhancing student's engagement in class?
7. What suggestions do you have for Canva to support your engagement in your studies?

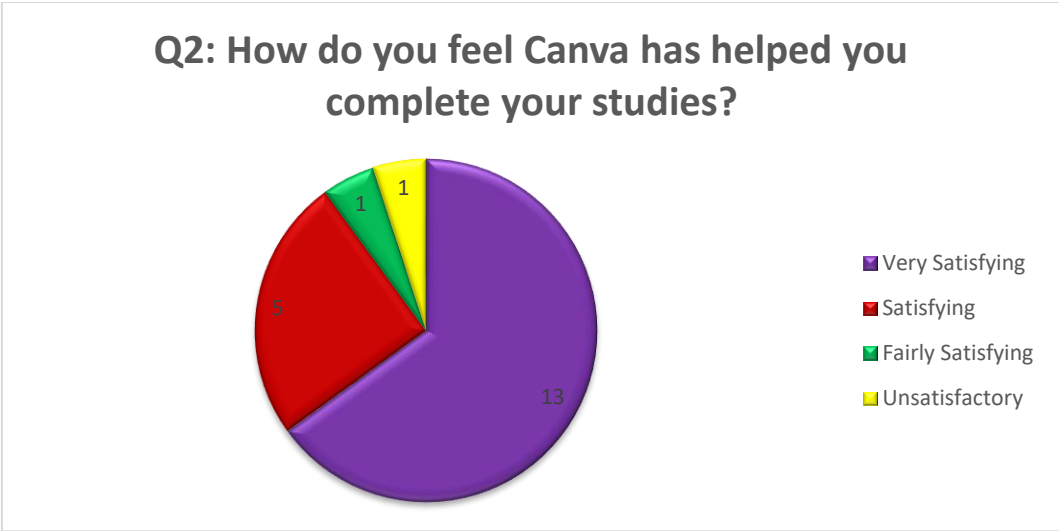
The research uses the Self-Determination Theory by Johnmarshall Reeve (2012). The types of student engagement is as follows:

- 1. Behavioural Engagement:** This aspect refers to students' observable actions and efforts, such as their level of attention, focus, and task persistence. Behavioural engagement is crucial because it reflects students' willingness to participate actively in learning activities.
- 2. Emotional Engagement:** Emotional engagement pertains to students' affective responses, including their emotions and feelings, which can either enhance or hinder their connection to learning. Positive emotions such as interest and enthusiasm promote engagement, while negative emotions like frustration or fear can inhibit it.
- 3. Cognitive Engagement:** This dimension captures students' mental investment and use of sophisticated strategies to achieve deep understanding. It involves self-regulation, critical thinking, and the ability to connect new knowledge to prior learning.
- 4. Agentic Engagement:** Agentic engagement represents students' proactive role in their learning process. It involves intentionally shaping the learning activity by offering input, suggestions, and feedback to teachers or peers.

The results in this study were obtained through survey using Google Form website.



Picture 1



Picture 2

Table 1

NO	Question 3: What is the main benefit you experience when using Canva to create study materials, such as presentations or posters? Please elaborate it.
	Responses
1.	The benefits is quite much, such as it's user friendly, free, and we can download the file with high quality.
2.	Canva simplifies the creation of visually appealing study materials with its user-friendly design tools and customizable templates.
3.	help me really good
4.	Both of them are beneficial for me in purpose do some task of college
5.	Create what in my mind as visual representation
6.	Sometimes there are lecturers who give tasks that involve students' creativity in designing a product, so i use Canva to help me do it. The formats provided by Canva also really help me in developing ideas
7.	can help me to find a good template
8.	I can make my PPT more interesting.
9.	the main benefit of using Canva to create study materials, like presentations or posters, is its user-friendly interface paired with a wide range of templates and design tools.
10.	The main benefit of using Canva for study materials is its simplicity and convenience. It offers user-friendly templates and tools that help me create professional and visually appealing presentations or posters quickly, even with tight deadlines. It's also great for customizing designs and collaborating with classmates easily.
11.	it is helpful and the features are easy to operated
12.	easier and more varied
13.	Canva made me easier to create a great PPT. It provides many fitur that can be use in my PPT
14.	Canva makes it easy to create visually appealing materials with its templates and drag-and-drop tools, saving time and effort.

NO	Question 3: What is the main benefit you experience when using Canva to create study materials, such as presentations or posters? Please elaborate it.
	Responses
15.	The main benefit is making presentation from canva cause it quite easy and simple and there so many template that canva offers to the user
16.	Materi atau poster bisa jadi lebih menarik (Material or poster could be more interesting).
17.	There is so many features and elements of ppt/posters ini canva. I can freely choose many types of fonts, color, shape, and many more to make my presentation/poster becomes more interesting and well designed
18.	help me find the template and feel free to be modificate it adapt it to creativity
19.	The main benefit of using Canva is its ease of use and wide variety of templates, which help me create attractive presentations and posters quickly and effectively.
20.	It's makes our work easier as a students, we can work in team in each place just by share the link, and it also provides many interesting items to use. So, in other words, I think Canva is one of the best amazed tools for presentations, posters and etc.

Table 2

NO	Question 4: Do you feel that Canva helps enhance your engagement in academic assignments? Please explain your reason.
	Responses
1.	Yes, the apps helps me a lot with my assignments. It helps me to engage more with my studies.
2.	Yes, Canva enhances engagement in academic assignments by making the design process creative and visually impactful.
3.	yup
4.	Yes,kinda
5.	Not really...i dont open canva web except there is a task for it
6.	Yes of course, as i answered in the previous question, Canva plays quite a role in my academic in the field of creativity
7.	yaa, because it's help me to make a presentation
8.	Yes, because Canva offers a lot of features that help us to create a good product.
9.	yes, because Canva can significantly enhance engagement in academic assignments because it transforms traditional, text-heavy tasks into creative and interactive experiences.
10.	Yes, Canva enhances engagement in academic assignments by providing easy-to-use tools for creating visually appealing presentations, infographics, and other materials. Its templates save time and allow for creativity, making academic content more interactive and engaging.
11.	yes i do because the application made my presentation and any other tasks become more interesting, creative and unique
12.	Yes, because with Canva we can think more creatively.
13.	I do. Canva really helps me deal with my assignments. I use itu to make PPT, main map, poster even to create some template.

NO	Question 4: Do you feel that Canva helps enhance your engagement in academic assignments? Please explain your reason.
	Responses
14.	Yes, Canva enhances engagement by making assignments more creative and visually appealing, motivating better effort.
15.	Exactly yeahh!! For the reason not much different with the 3rd question
16.	Tentu (Sure).
17.	Yes, its very helpful. I used to design my academic assignments using templates that already provide by canva
18.	it help me to complete my academic assignment like create study material and enhance my creativity because canva provide so much interesting and attractive template of any project design like poster, ppt, schedule board and anything
19.	Yes, Canva enhances my engagement in academic assignments because its creative tools make the process more enjoyable and motivate me to produce better-quality work.
20.	Of course it is. One thing that i can say honestly is it can increase my imagination to create a blank paper to interesting work especially in academic assignments

Table 3

NO	Question 5: What challenges or difficulties have you encountered while using Canva in your studies? How did you overcome them?
	Responses
1.	Most of the template are free, but it's only standard. While there are good quality template but i have to pay for it or basically we need premium account to have a good template and other benefits. I overcome it by buying sharing account with my friends so i can pay cheaper.
2.	The main challenge was limited access to premium features, which I overcame by maximizing free templates and customizing them creatively.
3.	nothing
4.	Premium content limited.
5.	I dont really creative enough...i search the template they serve
6.	The difficulty i faced at the beginning was the difficulty of understanding how to use Canva, especially in editing and recognizing its elements. But the more i use it, the easier it becomes for me to use it
7.	sometimes i can't use a template because it's only available when i using canva premium
8.	The challenge is the premium, where we need to pay. that make difficult to use some kind of features in Canva.
9.	in my opinion using Canva in studies can come with challenges, such as limited free features, a learning curve for new users, performance issues on older devices, alignment difficulties, and confusion during real-time collaboration. These challenges can be overcome by utilizing free resources creatively, practicing with tutorials, ensuring stable internet, enabling design tools like gridlines, and maintaining clear

NO	Question 5: What challenges or difficulties have you encountered while using Canva in your studies? How did you overcome them?
	Responses
	communication during teamwork. With these strategies, Canva becomes an effective tool for enhancing academic work.
10.	One challenge I have with Canva was limited customization on free templates, I overcame these by experimenting with Canva's advanced tools, such as rulers and grids, and utilizing external resources like free images or icons to enhance designs.
11.	not all features available to use with free, must subscribe to premium
12.	many paid features
13.	The way the canva need to be premium to use some template make me difficult to create a PPT i really want to make. It should be buy the premium to take more template in canva
14.	Sometimes, limited free features were a challenge. I overcame this by using available free templates creatively or exploring alternative tools.
15.	Personally cs im not a premium user and accidentally find a template that I think good for me but it just cannot be downloaded due to the premium' feature
16.	Harus premium untuk upgrade nya
17.	Maybe the challenge is on the limitation features for free account, so we have to upgrade our account to pro first to use all the features. Sometimes I upgrade it to pro but only for 1 month length, bcs I dont have a lot of money.
18.	there's no challenges otherwise canva help me a lot
19.	The main challenge is limited advanced features in the free version, like premium templates or elements. I overcome this by creatively customizing the free resources or collaborating with friends who have a premium account.
20.	So far it's satisfied me,but the only reason is while we want to use any kinds of offer from it such as elements,theme,template that more eyecatching, we need to buy premium one,canva doesn't provides it for free

Table 4

NO	Question 6: How can Canva assist you in conveying ideas or information in order to enhancing student's engagement in class?
	Responses
1.	I do a presentation on the canva apps without using other apps. So it's practical for me to convey my idea or information in front of my class.
2.	Canva can assist by providing visually engaging tools and templates to present ideas clearly and attractively, capturing students' attention effectively.
3.	good
4.	Through the template and also element that convey by the app, It makes me easier
5.	Usually i search the template
6.	Probably from the formats that Canva provides, usually there are several examples of formats that Canva provides that match the information that I need, that really helps me in increasing engagement in the classroom, "one step ahead"

NO	Question 6: How can Canva assist you in conveying ideas or information in order to enhancing student's engagement in class?
	Responses
7.	offering many templates for presentation
8.	Canva provides more interesting templates to attract students' interest in the learning process.
9.	Canva enhances student engagement by turning complex information into visually appealing and easy-to-understand materials, such as presentations, infographics, and posters. It helps simplify concepts through vibrant visuals, flowcharts, and timelines while allowing customization to match students' interests and learning styles. Interactive features like animations and collaborative tools further boost engagement and make lessons more dynamic and enjoyable.
10.	Canva can assist in conveying ideas by providing visually appealing tools like infographics, presentations, and posters that simplify complex concepts. These visuals capture attention, make information more accessible, and encourage interactive discussions, thereby enhancing student engagement in class.
11.	Canva assist me to conveying my ideas by providing enough features that can help execute it properly
12.	Canva provides more interesting templates to attract students in the learning process. Various interesting templates can be presented in Power Point, giving colors, images, letters, and so on so that Power Point products made to convey material are more interesting.
13.	Canva provide many template and when I have assignments, I often look for the template which can be use. There are also information that can be use as an idea.
14.	Canva helps convey ideas visually through appealing designs, making content more engaging and easier to understand for students.
15.	Canva could help and assisted me by recommending me such a template that I need by typing what kind of theme in search feature
16.	Dengan poster yang menarik. (With an interesting poster).
17.	canva helps make learning fun with interesting visual/features, easy-to-read info, and many creative projects that keep my presentation interested and involved in class.
18.	canva provide a complete design for any keyword i want and its very attractive. Thus, canva help me conveying ideas that enhancing students engagement in class
19.	Canva helps convey ideas effectively through visual tools like charts, infographics, and engaging designs, which capture students' attention and make learning more interactive.
20.	Canva assists me all the way from expressed my deeply imagination/opinion to create such a good presentation,so far canva is a tool for conveying basic information to be another level or advanced

Table 5

NO	Question 7: What suggestions do you have for Canva to support your engagement in your studies?
	Responses
1.	Improve the website smoothness for low end device, becauss sometimes i had an issues where i got lag when I'm using the website on my mobile phone.
2.	Canva could support engagement by offering more academic-specific templates and collaborative features for group projects.
3.	nothing
4.	Nothing
5.	I think...better AI extention
6.	Nothing, i think everything is good and really helpful
7.	make more creative template
8.	Please, that premium things driving me crazy.
9.	i think Canva could enhance student engagement by offering more free academic resources, interactive learning tools, and offline access. Improved collaboration features, integrated citation tools, and educational workshops would further support students in using Canva effectively for their studies. These changes would make Canva a more powerful and engaging tool for academic work.
10.	I think canva could offer more free templates and educational-specific tools, such as subject-focused designs Additionally, integrating collaboration tools for group projects and expanding tutorial resources would enhance its utility for academic purposes.
11.	Please provide more features that free to use without subscription
12.	hopefully all the features can be accessed for free
13.	I think more template can be use easier if those are free to access
14.	Add more free templates and educational features to support diverse student needs.
15.	Maybe future bold should be provide so when ppl do project via phone is not a difficult thing anymore
16.	Memberi akses premium. (By giving premium acces).
17.	Maybe canva can give students the opportunity where they can use their status as students to access all the features for freewithout have to upgrade their account to pro
18.	keep exploring new ideas of design in any kind of categories
19.	I suggest Canva provide more free templates and features for students, along with tutorials specifically designed for academic purposes, to make it even more useful.
20.	For canva,it needs to give user more widely items to explore,so it is much more playable,not only for work,just like to crack unbeliavable brainstorming ideas from us as the students

Behavioral Engagement

Survey responses indicate that Canva supports students' active participation in academic assignments by offering user-friendly tools and templates. Students persistently work on their tasks with focused attention, citing that the simplicity and accessibility of Canva increase their productivity. For example:

- "It helps me to engage more with my studies by making tasks easier and more enjoyable."
- "Canva provides tools that allow me to stay focused and complete tasks efficiently."

Emotional Engagement

Canva fosters positive emotional connections with learning. Students reported feeling excited, motivated, and less stressed when using Canva, as it simplifies complex assignments. The application reduces task-related anxiety by providing ready-to-use templates and intuitive tools.

- "The creative process in Canva makes assignments more interesting and enjoyable."
- "It motivates me to work harder because I feel proud of my designs."

Cognitive Engagement

Canva enhances students' cognitive investment by enabling them to employ advanced strategies like planning, critical thinking, and creativity. Participants noted that Canva encourages them to explore and experiment with design elements, which fosters deeper understanding and learning.

- "Using Canva helps me think more creatively and critically about how to present information effectively."
- "It helps me connect abstract ideas with visual representations, improving my learning."

Agentic Engagement

Students actively shape their learning processes through Canva by taking initiative in their projects. They reported engaging with the platform's features to customize their work and sharing feedback with peers for collaborative improvement.

- "Canva allows me to take control of my projects and express my ideas visually."
- "I suggest improvements to group projects and take the lead in designing presentations."

Behavioral Engagement Analysis

Canva's ease of use supports sustained behavioral engagement by minimizing barriers such as complicated design processes. The ability to quickly access design tools ensures that students remain focused and complete tasks efficiently, aligning with Reeve's concept of effortful participation.

Emotional Engagement Analysis

The platform's creative features generate emotional engagement by instilling a sense of accomplishment and reducing negative emotions like frustration. Students' enthusiasm and motivation are reflective of the emotional connections described in Self-Determination Theory.

Cognitive Engagement Analysis

Canva fosters cognitive engagement by encouraging students to employ deep learning strategies. The exploration of templates and design elements enhances critical thinking, helping students transform theoretical knowledge into practical, visual outputs.

Agentic Engagement Analysis

Canva empowers students to take an active role in their learning by providing opportunities for customization and collaboration. This aligns with Reeve's emphasis on agentic engagement, where learners contribute meaningfully to their learning environment.

5. CONCLUSION

This study explored the impact of Canva as a digital literacy tool on student engagement and academic performance, framed within the Self-Determination Theory by Johnmarshall Reeve (2012). The findings demonstrate that Canva effectively enhances all four dimensions of engagement (behavioral, emotional, cognitive, and agentic) offering a transformative approach to education in the digital age.

1. Behavioral Engagement: Canva simplifies the task completion process with its intuitive design tools and customizable templates, encouraging students to stay focused and persistent in their academic assignments.
2. Emotional Engagement: The creative features of Canva evoke positive emotions such as enthusiasm and pride while reducing anxiety and stress, making learning more enjoyable and fulfilling.

3. Cognitive Engagement: By enabling students to think critically and utilize advanced learning strategies, Canva promotes deeper understanding and creativity, bridging abstract ideas with practical applications.
4. Agentic Engagement: Canva empowers students to take ownership of their learning process, actively shaping their projects and collaborating effectively with peers.

The study also identified certain challenges, such as limited access to premium features and the initial learning curve for new users. However, students overcame these challenges through creative customization of free resources and collaborative strategies.

Overall, Canva emerges as a powerful educational tool that not only enhances student engagement but also fosters essential 21st-century skills, such as creativity, communication, and collaboration. To maximize its potential, future developments could focus on expanding free academic templates, improving collaborative features, and offering more tutorials tailored to educational use. By integrating tools like Canva, educators can create dynamic and inclusive learning environments, bridging the gap between traditional education and modern digital demands.

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