

ABSTRAK

Anastasia Christina Damayanti, 2026. *Analisis Penggunaan Media Digital Canva Interaktif dengan Pendekatan Deep Learning terhadap Motivasi Belajar Siswa Kelas IV SD.* Skripsi. Pendidikan Guru Sekolah Dasar, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing (I) Vivi Rulviana, M.Pd., (II) Tiara Intan Cahyaningtyas, S.Si, M.Pd.

Penelitian ini menganalisis penggunaan media digital *Canva* interaktif dengan pendekatan *deep learning* terhadap motivasi belajar siswa kelas IV SD. Penelitian menggunakan pendekatan kualitatif dengan jenis studi kasus yang dilaksanakan di SDN Sirapan 01 Kabupaten Madiun. Data diperoleh melalui observasi, wawancara, dan dokumentasi dengan subjek penelitian guru serta siswa kelas IV. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa penggunaan media digital *Canva* interaktif yang dipadukan dengan pendekatan *deep learning* mampu menciptakan pembelajaran yang aktif, interaktif, dan berpusat pada siswa. *Canva* interaktif yang memuat gambar, video, animasi, dan kuis mampu meningkatkan perhatian, fokus, dan keterlibatan siswa. Pendekatan *deep learning* diterapkan melalui kegiatan diskusi, eksplorasi materi, refleksi, dan pengaitan materi dengan kehidupan sehari-hari. Motivasi belajar siswa terlihat meningkat melalui antusiasme, ketekunan, minat belajar, keaktifan, kemandirian, serta rasa percaya diri selama pembelajaran. Dengan demikian, penggunaan *Canva* interaktif dengan pendekatan *deep learning* mendukung peningkatan motivasi belajar siswa kelas IV SD.

Kata Kunci : *Canva* Interaktif; Pendekatan *Deep Learning*; Motivasi Belajar; Media Digital; Sekolah Dasar

ABSTRACT

Anastasia Christina Damayanti, 2026. Analysis of the Use of Interactive Canva Digital Media with a Deep Learning Approach on the Learning Motivation of Fourth-Grade Elementary School Students. Undergraduate Thesis. Primary School Teacher Education, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Supervisors: (I) Vivi Rulviana, M.Pd., (II) Tiara Intan Cahyaningtyas, S.Si, M.Pd.

This study analyzes the use of interactive Canva digital media combined with a deep learning approach regarding the learning motivation of fourth-grade elementary school students. The research employed a qualitative case study approach conducted at SDN Sirapan 01, Madiun Regency. Data were collected through observation, interviews, and documentation, involving teachers and fourth-grade students as subjects. Data analysis was performed through data reduction, data presentation, and conclusion drawing. The results indicate that the use of interactive Canva digital media integrated with a deep learning approach fosters active, interactive, and student-centered learning. Interactive Canva featuring images, videos, animations, and quizzes effectively enhances student attention, focus, and engagement. The deep learning approach was implemented through activities such as discussions, material exploration, reflection, and connecting the subject matter to real-life situations. Students' learning motivation showed improvement, evidenced by their enthusiasm, persistence, interest, active participation, independence, and self-confidence during lessons. Thus, the use of interactive Canva combined with a deep learning approach supports the enhancement of learning motivation among fourth-grade elementary school students.

Keywords: Interactive Canva; Deep Learning Approach; Learning Motivation; Digital Media; Elementary School