

ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin meningkatnya penggunaan fitur *Artificial Intelligence* (AI) pada aplikasi Canva dalam proses pembelajaran desain grafis. Kehadiran fitur AI dinilai mampu membantu siswa memperoleh referensi visual, mempercepat proses pembuatan desain, serta memunculkan inspirasi. Namun, penggunaan fitur tersebut juga berpotensi menimbulkan ketergantungan terhadap hasil desain otomatis sehingga mengurangi eksplorasi ide secara mandiri. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan fitur AI pada aplikasi Canva terhadap inspirasi desain grafis siswa Jurusan Desain Komunikasi Visual SMK Negeri 1 Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 66 siswa yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji normalitas, uji linearitas, regresi linier sederhana, uji hipotesis (*uji t*), serta uji koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa data berdistribusi normal dengan nilai Asymp. Sig. sebesar 0,064 ($> 0,05$) dan memiliki hubungan linier dengan nilai *Deviation from Linearity* sebesar 0,734 ($> 0,05$). Hasil uji hipotesis menunjukkan nilai *t* hitung sebesar 7,900 lebih besar daripada *t* tabel sebesar 1,997 dengan nilai signifikansi 0,001 ($< 0,05$), sehingga terdapat pengaruh positif dan signifikan penggunaan fitur AI pada aplikasi Canva terhadap inspirasi desain grafis siswa. Nilai koefisien determinasi (R^2) sebesar 0,494 menunjukkan bahwa penggunaan fitur AI memberikan kontribusi sebesar 49,4% terhadap inspirasi desain grafis siswa, sedangkan 50,6% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil penelitian, dapat disimpulkan bahwa penggunaan fitur AI pada aplikasi Canva berpengaruh positif dan signifikan terhadap inspirasi desain grafis siswa. Hasil penelitian ini diharapkan dapat menjadi masukan bagi sekolah dan pendidik untuk mengoptimalkan pemanfaatan fitur AI Canva sebagai media pendukung pembelajaran desain grafis secara efektif dan tetap mendorong pengembangan kreativitas siswa.

Kata Kunci : Canva, inspirasi, desain grafis, siswa, *Artificial Intelligence* (AI)

ABSTRACT

This study was motivated by the increasing use of Artificial Intelligence (AI) features in the Canva application for graphic design learning. AI features are considered beneficial in helping students obtain visual references, accelerate the design process, and generate design inspiration. However, their use may also lead to dependence on automatically generated designs, thereby reducing students' ability to explore ideas independently. Therefore, this study aimed to examine the effect of AI features in the Canva application on the graphic design inspiration of students in the Visual Communication Design Department at SMK Negeri 1 Lhokseumawe. This study employed a quantitative approach using a survey method. The sample consisted of 66 students selected through purposive sampling. Data were collected using a questionnaire and analyzed through normality, linearity, simple linear regression, hypothesis (t-test), and coefficient of determination (R^2) tests. The results indicated that the data were normally distributed, with an Asymp. Sig. value of 0.064 (> 0.05), and that a linear relationship existed between the variables, as indicated by a Deviation from Linearity value of 0.734 (> 0.05). The hypothesis test showed that the calculated t-value (7.900) was greater than the t-table value (1.997), with a significance value of 0.001 (< 0.05). These findings indicate that the use of AI features in Canva has a positive and significant effect on students' graphic design inspiration. Furthermore, the coefficient of determination (R^2) was 0.494, indicating that the use of AI features contributed 49.4% to students' graphic design inspiration, while the remaining 50.6% was influenced by other factors outside the scope of this study. In conclusion, the use of AI features in the Canva application has a positive and significant effect on students' graphic design inspiration. The findings are expected to provide valuable insights for schools and educators in optimizing the use of Canva AI features as an effective learning support tool while continuing to encourage students' creativity and independent idea development.

Keywords: Canva, inspiration, graphic design, students, Artificial Intelligence (AI)