




# Development of Canva-based Picture Storybook Media to Increase Reading Interest in Early Childhood

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**Abstract.** Reading is one of the basic language skills that children need to learn. To increase reading interest of children, interesting learning media is needed. One of the interesting learning media is picture storybook. This study aims to develop a canva-based picture storybook media to increase reading interest in early childhood. This study used research and development methods. The data were collected through a validity questionnaire and a practicality questionnaire, then the collected data were analyzed quantitatively. The data in the form of product revision suggestions were analyzed qualitatively. The results showed that the developed canva-based picture storybook media was in accordance with the needs of children to increase their interest in reading. The developed canva-based picture storybook media contains material according to the themes that children learn at kindergarten and also presents pictures and illustrations that are appropriate for children's development. The validity test showed that the developed canva-based picture storybook is in the very valid category and the practicality test also showed that the developed canva-based picture storybook is in the very practical category. Therefore, it can be concluded that a developed picture storybook media can be used to increase reading interest in early childhood.

**Keywords:** Storybook, Reading Interest, Early Childhood

## 1 Introduction

Reading interest is an aspect that needs to be developed in early childhood, especially since interest in reading has greatly decreased in all circles nowadays because of the presence of gadgets. Early age is the initial phase of a child's development where all aspects must be instilled in this phase, including an interest in reading. Reading interest is very important to be developed from an early age because it will become an initiation for reading interest in the next phase. Various media can be used to arouse children's interest in reading. One of them is a picture storybook.

Researchers have also proven that using picture storybooks has an effect on early childhood reading interest [1]. Besides that, the researchers have also proven that using picture storybooks has an effect on children's development and abilities in many

aspects such as speaking [2], storytelling [3], vocabulary [4], literacy [5], cognitive [6], creativity [7], and kindness [8]. Interactive features in storybook apps have also proven to have an effect on children's reading comprehension and story enjoyment [9], as well as digital picture books have proven to have an effect on story comprehension [10]. Therefore, many researchers have developed picture storybooks such as to increase self-awareness [11], understanding and awareness of dietary habits and social behavior [12], language and cognitive abilities [13], and storytelling abilities [14].

Students ascribed the meaning to the images by looking at the clues in the picture. They interpreted the clues in the picture as they perceived it [15]. Picture storybooks convey messages to children through visualization of pictures so that they make children imagine, whether the storybooks were accompanied by texts or not. This is because even though the storybook contains several short stories, children often ignore them and only focus on pictures while starting to imagine themselves. The visual picture in the picture storybook media will be an attraction for children so that they will be interested in reading.

Canva is an application that can be used to create picture storybooks. Canva provides a variety of tools, templates, and other features that can produce great images. Besides that, canva is also easy to operate, so with canva anyone can create good and attractive designs even if they are not proficient in graphic design. Another advantage is that canva is relatively efficient and can be accessed via a computer or Android. This research aims to produce picture story books with attractive designs to increase early childhood interest in reading using the canva application.

## 2 Methods

The researchers used the Research & Development (R&D) methods to develop canva based-picture storybook. The research procedures consist of seven stages in which they are needs analysis, literature review, product design, product development, validity testing, practicality testing, and revision. This development research was conducted at Harapan Bunda Kindergarten at Langgam, Kinali, West Pasaman Regency, West Sumatra Province, Indonesia, in the 2021-2022 Academic Year.

Data were collected by questionnaires. The questionnaires were given to experts to test the validity of the product and to the teachers to test the practicality of the product, then the collected data were converted in percentage form to determine the validity and practicality of the developed product. As for suggestions from validators and practitioners, they were analyzed qualitatively and considered when revising the product. The final product is a picture storybook developed using the canva application that is appropriate and practical to increase early childhood interest in reading.

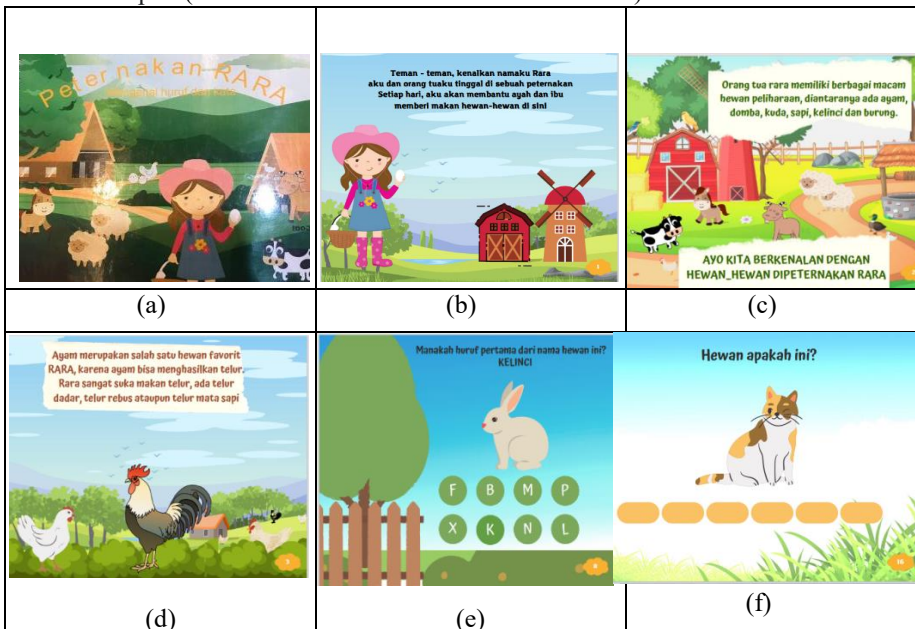
## 3 Results and Discussion

This development is carried out based on needs in early childhood learning. Based on the needs analysis at Harapan Bunda Kindergarten, Langgam, West Pasaman Regen-

cy, it is known that picture story books are very rarely used in learning to read because of the limited availability of these books and also because the material in these books is not relevant to children's needs. As for the aspect of reading interest, these children still have low interest in reading and the children are still not enthusiastic about reading.

Based on this needs analysis, the researchers developed a picture story book media using the canva application to increase early childhood reading interest. The developed picture storybook is in a two-dimensional form and is presented using attractive images and illustrations so that it is expected to increase children's interest in reading and motivate the children in learning. Images and illustrations are designed using the canva application and then printed in full color. The cover of the story book uses a hardcover so that it is resistant and the pages of the storybook's contents use a softer material. In general, the appearance of the picture storybook is very safe to use and very interesting for children.

The developed picture storybook is an Animal theme with the title *Peternakan Rara* (*Rara's Ranch*). This book features the character Rara who lives with her parents who own a farm. This book also features seven animals, namely chicken, sheep, horse, cow, rabbit, bird, and cat. In each section that tells about these animals, it is accompanied by the display of the letters of the animal's name and also the exercises. The following are examples of the display of canva based-picture storybook media that have been developed (see **Error! Reference source not found.**)



**Fig. 1.** Picture storybook display examples (a) cover, (b) story opening, (c) continuation of the story, (d) animal stories, (e) letters of animal names, (f) exercises

The canva based-picture storybook media is validated by two validators with two assessment aspects, namely media validation (with 12 items) and material validation (with 5 items). *The following Error! Reference source not found. gives a summary of the results of the validation of two aspects of the two validators.*

**Table 1.** The results of the validity test

Aspect	Percentage	Criteria
Media validation	94.1	Very valid
Material validation	88.2	Very valid
Average	91.15	Very valid

Based on the results of the validity test of the canva based-picture storybook media to increase reading interest of children, it can be concluded that the picture storybook is very valid from the media aspect with a percentage of 94.1% and from the material aspect with a percentage 88.2%. The average percentage of the validity test is 91.15% in the very valid category. Thus, it can be concluded that the canva based-picture storybook media on very valid criteria to increase reading interest of children at Hara-pan Bunda Kindergarten, Langgam so that it can be used for reading learning for early childhood.

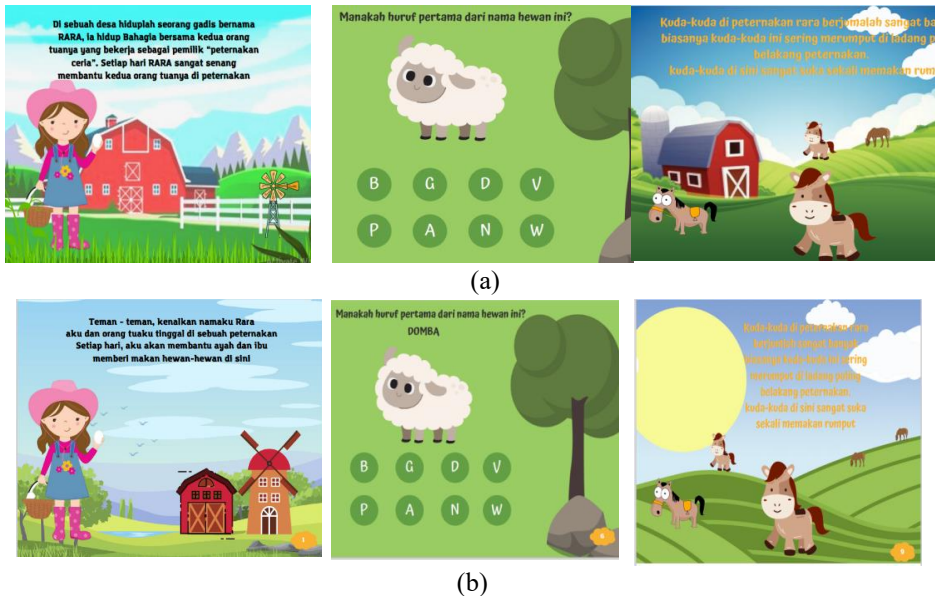
The practicality of the developed picture storybook media was assessed by practitioners with four assessment aspects, namely use aspects (with 7 items), efficiency of learning aspects (with 3 items), attractiveness aspects (with 4 items), and benefits aspects (with 5 items). *The following Error! Reference source not found. gives a summary of the results of the practicality test from the practitioners.*

**Table 2.** The results of the validity test.

Aspect	Percentage	Criteria
Use	91.7	Very practice
Efficiency of learning	91.7	Very practice
Attractiveness	87.5	Very practice
Benefits	85	Very practice
Average	89	Very practice

The results of the practicality test above indicated that the picture storybook is practical to use in the learning process. The percentage of the use aspect is 91.7%, from the efficiency of learning aspect is 91.7%, from the attractiveness aspect is 87.5%, and from the benefits aspect is 85%. The average percentage of the practicality test is 89% in the very practice category.

The further stage is a revision process of the developed product. Revisions are made based on suggestions from validators and practitioners. Revisions were made to several aspects, namely images coloring, alphabet letters writing, sentences arrangement, background, and lay out. The following are some comparisons of the appearance of picture storybook before and after revisions (see **Error! Reference source not found.**).



**Fig. 2.** Comparisons of picture storybook display before and after revisions: (a) before revision (b) after revision. exercises.

A picture storybook is an appropriate medium to increase reading interest of early childhood or kindergarten students. Moreover, the picture storybook is made in accordance with the themes studied at kindergarten and in accordance with the development of children's interest in reading. When compared to books that contain a lot of text, storybooks with lots of pictures will appeal to children so that they are excited to explore the contents of the book. Even though the book contains several short stories, children often ignore them and only focus on pictures while starting to imagine themselves.

Even though digital media has developed rapidly, it does not mean eliminating the role of books in learning. The existence of storybooks still has a place in learning, especially for early childhood. The picture storybooks can be used to increase reading interest by teachers at school and by parents at home as reading material before going to bed. In using picture storybooks, the role of the teacher or parents is needed because early childhood usually cannot read long texts in books. When children start to like one of these picture story books, they will usually continue to ask for other picture story books to be read, so that teachers and parents are also required to provide story books that are interesting for children.

## 4 Conclusion

The result of the research and development is in the form of a picture storybook media created using canva application. The canva-based storybook media was accordance with the needs of early childhood. The validity test of the picture storybook showed the very valid category with average percentage 91.15%, while the practicality test also showed the very practice category with average percentage 89%. Therefore, it can be concluded that the developed picture storybook can be used to increase reading interest of early childhood.

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