

**THE INFLUENCE OF THE CONTEXTUAL TEACHING AND
LEARNING APPROACH THROUGH CANVA MEDIA TO IMPROVE
THE UNDERSTANDING OF THE CONCEPT OF STYLE MATERIAL IN
ELEMENTARY SCHOOL STUDENTS**

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ABSTRACT

This research is motivated by the fact that there are still misconceptions regarding style material, this occurs because the learning carried out by students is only limited to rote memorization, there is a lack of student motivation to learn, students are less able to understand the material and apply it in everyday life, students still have misconceptions Regarding the concept of style, learning is still teacher centered. Therefore, this research focuses on the use of the Contextual Teaching And Learning approach through Canva media with the aim of whether there is an influence on understanding the concept of style material after using the Contextual Teaching And Learning approach through Canva media. To achieve this goal, the research design used was a pretest-posttest with non-equivalent control group design, which used two classes as an experimental group and a control group. The research instruments and data collection techniques used were observation and tests in the form of pretest-posttest. The analytical techniques used to process research data are normality test, homogeneity test, hypothesis test, and effect size. The research results show that there is an influence of using the Contextual Teaching and Learning approach through Canva media. This was proven by using an independent sample t-test, which obtained a Sig value. (2-tailed) of 0.000 with a Sig value. (2-tailed) is smaller than the significance level (0.05), it can be concluded that H_0 is rejected and H_a is accepted, meaning that there is a difference between before and after the treatment is given. The magnitude of the influence can be seen from the results of the Effect Size test that has been carried out, namely by obtaining a result of 0,868, which means the effect size value is greater than 0.8 with the interpretation criteria for a large effect size value. Therefore, the researcher concluded that the use of the Contextual Teaching and Learning approach through Canva media can improve elementary students' understanding of the concept of style material.

Keywords: *Contextual Teaching and Learning Approach, Canva media, Concept understanding.*