

DEVELOPING DEUTSCH IM HOTEL TEACHING MEDIA WITH CANVA MEDIA

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ARTICLE INFO	ABSTRACT
Diterima: 02 Februari 2026 Direvisi: 21 Februari 2026 Disetujui: 14 Maret 2026 Tersedia Daring: 28 April 2026	<p><i>Learning a foreign language, especially German, requires innovative, interactive, and contextual teaching media to improve students' motivation and understanding. One important topic in German language learning in the tourism sector is Deutsch im Hotel (German in Hotels), because communication competencies in the hospitality sector are highly needed by graduates who will work in the tourism and hospitality industry. The urgency of this research lies in the limited availability of interesting, easily accessible, and appropriate teaching media for students, resulting in the learning process often being monotonous and ineffective. The objectives of this research are (1) to develop interactive and contextual Canva-based Deutsch im Hotel teaching media, (2) to test the feasibility of the teaching media through validation by material experts and media experts, and (3) to assess the effectiveness of the teaching media in improving students' vocabulary understanding and communication skills in hotel service situations. Through the use of Canva, teaching media is expected to be more visual, creative, and easy to use by both lecturers and students in online and offline learning. The targeted outputs of this research include: (1) Canva-based Deutsch im Hotel teaching media products that are ready to be used in lectures, (2) scientific articles published in accredited national journals, (3) reports on the results of media feasibility tests that can be used as references for the development of similar media, and (4) improving the quality of German language learning through creative digital media. Thus, this research is expected to be able to provide a real contribution to innovation in foreign language learning in higher education and support the improvement of student competencies in facing the needs of the global tourism industry.</i></p>

	ABSTRACT
<p>Kata Kunci: Media_ajar; Canva; Deutsch Im Hotel</p>	<p>Pembelajaran bahasa asing, khususnya bahasa Jerman, menuntut adanya media ajar yang inovatif, interaktif, dan kontekstual agar mampu meningkatkan motivasi dan pemahaman mahasiswa. Salah satu topik penting dalam pembelajaran bahasa Jerman di bidang pariwisata adalah Deutsch im Hotel (Bahasa Jerman di Hotel), karena kompetensi komunikasi di ranah perhotelan sangat dibutuhkan oleh lulusan yang akan bekerja di industri pariwisata dan hospitality. Urgensi penelitian ini terletak pada masih terbatasnya media ajar yang menarik, mudah diakses, dan sesuai kebutuhan mahasiswa, sehingga proses pembelajaran sering berlangsung monoton dan kurang efektif. Tujuan penelitian ini adalah (1) mengembangkan media ajar Deutsch im Hotel berbasis Canva yang interaktif dan kontekstual, (2) menguji kelayakan media ajar melalui validasi ahli materi dan ahli media, serta (3) menilai efektivitas media ajar dalam meningkatkan pemahaman kosakata dan keterampilan komunikasi mahasiswa pada situasi layanan hotel. Melalui pemanfaatan Canva, media ajar diharapkan lebih visual, kreatif, dan mudah digunakan baik oleh dosen maupun mahasiswa dalam pembelajaran daring maupun luring. Luaran yang ditargetkan dari</p>

penelitian ini mencakup: (1) produk media ajar *Deutsch im Hotel* berbasis Canva yang siap digunakan dalam perkuliahan, (2) artikel ilmiah yang dipublikasikan pada jurnal nasional terakreditasi, (3) laporan hasil uji kelayakan media yang dapat menjadi rujukan bagi pengembangan media serupa, serta (4) peningkatan kualitas pembelajaran bahasa Jerman melalui media digital kreatif. Dengan demikian, penelitian ini diharapkan mampu memberikan kontribusi nyata bagi inovasi pembelajaran bahasa asing di perguruan tinggi serta mendukung peningkatan kompetensi mahasiswa dalam menghadapi kebutuhan industri pariwisata global.

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1. INTRODUCTION

Learning Language foreigners, especially German language, has role important in support mastery skills communication students, especially for those who are involved in the field tourism and hospitality. One of the relevant material is *Deutsch im Hotel* which focuses on vocabulary, expressions and skills communication used in context service hospitality. Competence this is very much needed remember height need power capable of working in the hospitality sector communicate with traveler overseas, including speaker German language (Herlina Jasa Putri Harahap, 2021).

However, the problems faced in the learning process is limited teaching media that are interesting, contextual and appropriate with need students. *Deutsch im Hotel material* often taught with method conventional use texts and textbooks, so that learning become monotonous, less interactive, and not fully support skills practical students. Conditions This impact on low motivation Study as well as limitations student in apply German in situation real in the hotel (Sari, 2021).

along with development digital technology, available various platforms that can utilized For support innovation learning. One of them is Canva, which allows creating interactive, visual, and easy-to-use teaching media accessible. Through development of Canva- based teaching media, materials *Deutsch im Hotel* can served in a way more interesting with combination text, images, audio, and design creative, so that support improvement understanding vocabulary and skills communication student (Sugiarto & Rosyidah, 2020).

For answer problem limited interesting and contextual teaching media in learning *Deutsch im Hotel*, research This use Research and Development (R&D) approach with a structured development model. A model that can used is ADDIE (Analysis, Design, Development, Implementation, Evaluation) or development model similar which emphasizes the cycle repair sustainable (Salwa, 2021).

Research on development of German language teaching media has Lots done with utilise digital technology. Some study previously developing media based on

applications, e-learning, and digital design platforms for increase involvement students. Canva, as an online design platform, has used in development of language teaching media English, Indonesian, and material general others. Research results show that using Canva can increase interest learn, make it easier understanding materials, as well as make learning more interactive and fun (S. Rohma, 2021).

However, the study specifically in the development of German language teaching media still limited, especially in the realm of vocational like *Deutsch im Hotel*. This material is very important Because close relation with need communication practical in the field tourism and hospitality (Drossman et al., 2021). Most of learning Still depend on book text conventional which is less visual and interactive (Stark et al., 2019). With Thus, the use of Canva as a teaching medium for topic *Deutsch im Hotel* Still seldom done and have potential big For give contribution new in learning German language.

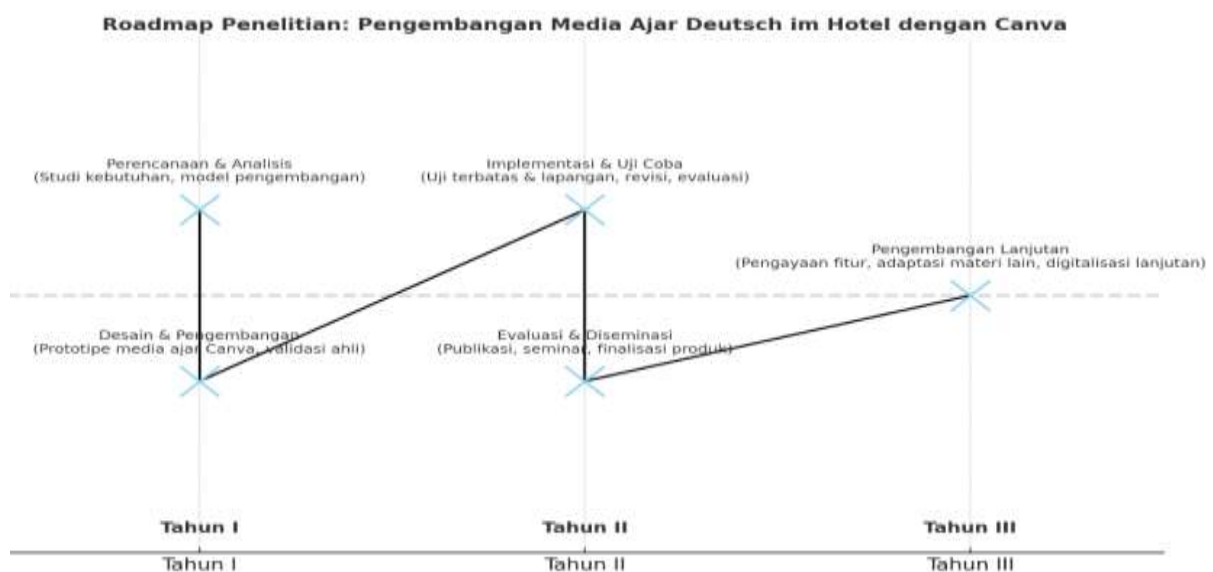


Figure 1. Research ROAD MAP



Figure 2. RIRN 2017-2045



Figure 3. PRN Theme 2020-2024 Local Wisdom (Wisdom Local)

2. METHOD

This research use method **Research and Development (R&D)** with adapting development models **ADDIE** (Analysis, Design, Development, Implementation, Evaluation) (Nurmasitah & Arrini Shabrina Anshor, 2021). This model chosen Because in accordance For research oriented towards developing applicable, interactive and accessible teaching media tested try in a way gradually (Susilo & Sofiarini, 2021).

This research is study quantitative in nature correlation, which involves something related variables between variables One with other variables (Nasution, 2019). It can be understood that study correlation quantitative is research conducted look for influence from two variables to be researched later known how much big its closeness (Lieser et al., 2018).



Figure 4. Research Flow

This research method follows the R&D cycle with systematic stages (Susanto et al., 2024):

- a. **Phase I** → Needs analysis, design, and prototyping.
- b. **Phase II** → Implementation, trial, revision, evaluation, and dissemination.
- c. **Phase III** → Further development and digitalization.

With these steps, it is hoped that the Deutsch im Hotel teaching media *with Canva* can provide an interactive, engaging, and effective German language learning solution that meets the needs of students and the workplace (Ali, 2022).

The research will implemented giving questionnaire style learning, collecting results Study students, data analysis, withdrawal conclusions and outputs namely in the journal national accredited (Krisdayanti et al., 2023). Research Locations Research Locations This will was conducted at HKBP Nommensen University, PEmatangsiantar, on fifth-semester students of the German Language Education Study Program. The data collection technique used was is Questionnaire style learning and documentation. Data analysis techniques use statistical data with formula product moment correlation, namely the correlation test used For know degrees closeness connection from 2 variables with interval and ratio scales (Wulandari et al., 2023). In prerequisite test testing This used *IBM SPSS* (Saputri et al., 2021).

3. RESULT AND DISCUSSION

Data Analysis Results

In section This will explained about results research that has been obtained after do data collection through sheet validation expert materials and sheets validation media experts. The following This discussion in a way complete about results from sheet validation expert materials and sheets validation from media expert.

Table 1. Material Expert Validation Sheet

Number	Indicator	Category	Score				
			1	2	3	4	5
1	Compliance material with achievements learning	Very good					✓
2	Appropriate material with curriculum and standards learning.	Very good					✓
3	Conformity material with objective learning.	Very good					✓
4	Contents of the material in accordance with level German in MK Deutsch im Hotel	Good				✓	
5	Compliance images and materials in MK Deutsch im Hotel	Good				✓	
6	Completeness vocabulary in MK Deutsch im Hotel	Good				✓	

7	Accuracy exercise question in MK Deutsch im Hotel	Very good	✓
8	The material includes aspect in MK Deutsch im Hotel	Very good	✓
9	Relevant material with student needs.	Very good	✓
10	Easy material understood.	Very good	✓

Expert validator material in study This that is Mrs. Tarida Simanjuntak as lecturer German language at FKIP UHKBNP Pematangsiantar. Based on results sheet validation above total score obtained as following :

$$P = \frac{\sum x}{\sum xi} \times 100$$

$$P = \frac{47}{5 \times 10} \times 100$$

$$P = \frac{47}{50} \times 100$$

$$P = 94\%$$

Based on calculation, then obtained score end namely 94% after that, presentation the new can categorized to in table criteria media suitability. Based on table criteria eligibility, then with score the end of the 94% can concluded that the material contained in the media stated very worthy.

Table 2. Media Expert Validation Sheet

Number	Indicator	Category	Score				
			1	2	3	4	5
1	Appearance design interesting	Strongly agree					✓
2	The latest digital booklet media.	Strongly agree					✓
3	Interesting media images.	Strongly agree					✓
4	The media image is clear.	Strongly agree					✓
5	Easy Font Type readable.	Strongly agree					✓
6	Media display has cohesion.	Agree				✓	
7	Colors in the media have cohesiveness	Agree				✓	
8	Media can accessible with easy	Strongly agree					✓
9	Media can used in a way effective	Strongly agree					✓
10	Suitable media used.	Strongly agree					✓

Expert validator material in study This that is father Hendro Aryanto, S.Sn., M.Si. As lecturer Bachelor of Visual Communication Design study program at Surabaya State University. Based on results sheet validation above total score obtained as following :

$$P = \frac{\sum x}{\sum xi} \times 100$$

$$P = \frac{47}{5 \times 10} \times 100$$

$$P = \frac{47}{50} \times 100$$

$$P = 94\%$$

Based on calculation, then obtained score end namely 94% after that, presentation the new can categorized to in table criteria media suitability. Based on table criteria eligibility, then with score the end of the 94% can concluded that the media stated very worthy used especially in learning language German Deutsch im Hotel.

Discussion

In discussion will also explained in detail about results from every media development process also includes discussion from every stages as following :

Analysis process (Analys)

At the stage This is stage observation or observations where researchers do observation as well as observation and also based on from experience at the time carry out Introduction Environment Schooling (PLP) is carried out for 4 months namely on August 12th until November 29 in 2024 at FKIP UHKBNP, so that can know about existence something which problem later problem the will become reason existence study more continue. This is will also be later sparked Because consequence Why development of Canva -based digital booklet media for skills read student grade XI even semester required A development, at the stage This find problem in skills read student Class XI, namely : 1) Use of digital learning media Can it is said not enough varies, 2) Use of learning media in schools using conventional learning media. With problems that have been listed above, therefore it is very necessary A the right solution For develop a medium on a learning to be more varies (Safrianti, 2022).

Design process

At the stage This shared return become three stages following is stages said : 1) Collection material. After finding potential problem, then step furthermore is explanation about How collection material from Canva -based digital booklet learning media for the Deutsch im Hotel course. Collection materials used is material that has been customized with current curriculum applies to the Education Study Program German. Collection process material in research This obtained from a number of sources, such as : books Netzwerk and channels in German language that describes if collection material has finished implemented so material obtained from source which will later will become fill and will be poured into digital booklet- based learning media canva for the Deutsch im Hotel Course (Akbar et al., 2022). During the collection process material has done so

stage next is manage with method selecting and sorting as well as summarize content materials and information that will be poured to in digital booklet media. Selected material as well as processed must customized with existing materials at school, the adjustment process material the aim For learning that uses digital booklet- based media canva Deutsch im Hotel Course for Students of the German Language Education Study Program do not deviate too Far go out from curriculum school and will make learning walk with good. If election content material has set, steps furthermore is a process of developing digital booklet media with use application canva, 2) Product design beginning. The next stage is A the beginning of the process at the time designing digital booklet media. In this research This development of digital booklet media using Canva app, selection Canva app in study This due to can help in designing A design graphic online. In addition to being able to utilized For make design graphic Canva application is also useful For A management something social media, posters, power points, documents, and other visual content (Ma’ruf Al Ashari & Qohar, 2024). Applications this is also already provide a template that can used for free or paid. The number of mark positive the so can make it easier during the development process a media, especially a digital booklet, although there is a number of features, templates, and paid stickers, but Canva application is also still provide free features, templates, and stickers that don't lost nice and interesting with the paid one. And the last 3) The next stage is A the beginning of the process at the time designing digital booklet media. In this research This development of digital booklet media using Canva app, selection application in this study due to can help in designing A design graphic online. In addition to being able to utilized For make design graphic Canva app is also useful For manage something social media, posters, power points, documents, and other visual content. Applications this is also already provide a template that can used for free or paid. The following is an editing process design on the application Canva (Yudha & Sudhartio, 2019):

At the stage This development of Canva -based digital booklet media for Deutsch im Hotel course skills, things the first one that can done is open application or Canva web and press knob search in section on page Canva application with the keyword or key word "Booklet", thing this is very important implemented because the size paper in accordance with design graphics that will created. After pressing knob the so will appear "Create a blank booklet (A4)" view or can also be called as a regular "Artboard". marked with box white like image below :



Gambar 1. Artboard Baru

Figure 5. Artboard

Artboard is ready available, thing the signify that Canva app ready For used as manufacturing A design graphics. At this stage This is beginning The initial process of developing a digital booklet media based on Canva for the Deutsch im Hotel course (A. Rohma & Sholihah, 2021). In order to be able to make appearance a digital booklet media is increasingly interesting, then can done editing or adding elements, stickers, and text in the section side page Canva app. With help features the besides help to make appearance a digital booklet media is increasingly become more interesting, features also contributes For help convenience in the development process something products that will be will produced in order to be able to in accordance with desire and can used with easy by students (Penelitian & Maulia, 2023).



Gambar 2. Menu Fitur Pengeditan Pada Aplikasi Canva

Figure 6. Feature menu editing

With help features editing in Canva app. Designing initial visual appearance from Canva -based digital booklet media for the Deutsch im Hotel course for skills read student grade XI even semester it will be very easy. At stage this is the process of doing the creation of the cover of the digital booklet media begins from addition writing title in the form of “ Booklet Deutsch im Hotel”, red element, image House and, addition Name creator from the booklet (Pratiwi et al., 2023). This is done so that the digital booklet is in accordance with the theme that will be included in the material and has beautiful visuals as well as the message contained in the booklet can delivered with Good so digital booklet media is feasible For read.

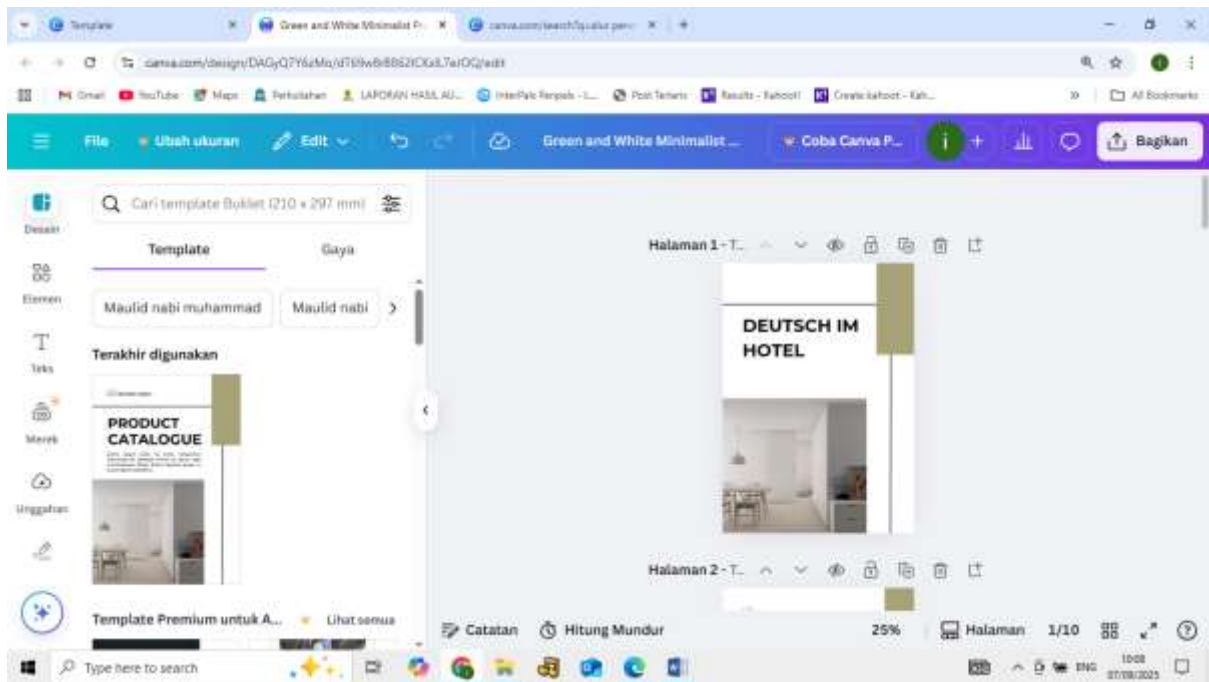


Figure 7. Booklet Cover Design Process



Figure 8. Booklet Cover Appearance

4. CONCLUSION

Through utilization of Canva, the expected teaching media more visual, creative, and easy used good by lecturers and student in online learning and offline. Targeted output from study This includes : (1) Canva -based Deutsch im Hotel teaching media products that are ready used in lectures, (2) articles scientific papers published in journals national accredited, (3) reports results of the media feasibility test that can be become references for development of similar media, as well as (4) increasing quality learning German language through creative digital media. With Thus, research This

expected capable give contribution real for innovation learning Language foreigners in college tall as well as support improvement competence student in face need industry global tourism.

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