

ABSTRACT

Ariel Chantika Kuspnutri, 1604181067, 2021, The Effect of Canva Applications on Junior Graphic Designers During the Covid-19 Pandemic "Thesis: Fine Arts Study Program, Faculty of Creative Industries, Telkom University"

This study aims to add insight and provide solutions to readers, especially junior graphic designers in dealing with the emergence of the Canva application during the Covid-19 pandemic, where users of the graphic design-based Canva application increased dramatically in 2020. This study uses a quantitative experimental research method with data collection techniques in the form of interviews, questionnaires, and literature. The data will be processed and analysed so that it becomes a conclusion that produces a solution for the effects of the event. The results of this research will produce a solution to a problem or influence that is rooted in a phenomenon, namely the covid-19 pandemic, and shows that: 1) The Canva application is very helpful for the community, especially in improving the economy in the marketing sector in Indonesia. 2) The impact of increasing the Canva application on graphic designers makes graphic designers creatively use the Canva application to make money. And the end of this research will provide solutions for graphic designers in processing and collaborating with Canva applications.

Keywords: Applications, Canva, Graphic Design, Covid-19 Pandemic, Marketing