



Analyzing Students' Learning Styles Through Questionnaires at Fashion Design Schools

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Abstract

Learning styles in students are considered very important for the learning process and learning outcomes. In implementing the learning process, we as educators must be creative and enjoyable. Before that, tests, observations, and interviews must be conducted with each student. This study aims to determine the learning styles preferred by students in the fashion design program. The research employs a descriptive method using a questionnaire administered to the students. The questionnaire contains several questions related to learning styles. Twenty students completed the questionnaire, and the results indicate that the dominant learning styles are auditory and visual, while kinesthetic learning styles are only present in a few individuals. The research results indicate that fashion design students tend to have a visual learning style, which optimizes the sense of sight. Half of the class has a visual learning style. The implications suggest that students with a visual preference will be more effective in understanding material through graphics, diagrams, videos, or integrated pattern schemes, while auditory learners still require verbal explanations or discussions for information to be absorbed effectively.

INTRODUCTION

One of the most important factors in human life is education, while the success of formal education, especially in schools, can be seen from the learning style. Learning style is a method that is easy for students (Basir et al., 2024; Ramadhana & Meitasari, 2023; Sanga & Wangdra, 2023; Suryana, 2020). The results of the learning process are certainly caused by various factors other than the environment, but rather by how students receive information and then process it.

Learning outcomes in students can be influenced by their learning style. Whether students use a learning style they prefer or not during the learning process. Additionally, students exhibit diversity in their learning styles, and these styles significantly impact the teaching and learning process, particularly in enhancing the success of knowledge transfer.

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A learning style is an individual's tendency to learn a subject in their own way, which may involve movement, absorption of material, or a student's way of receiving and processing information in a way that suits them.

Each individual's learning style is closely related to their diverse cognitive, affective, and psychological behaviors in understanding and managing themselves in solving problems (Engkizar et al., 2021; Pratama, 2024; Sutomo, 2019). To make the teaching and learning process effective and more efficient, it is important to understand an individual's learning style.

Generally, learning styles are categorized into three types: visual, auditory, and kinesthetic (Arimbi et al., 2021; Engkizar, Kaputra, et al., 2022; Solihah et al., 2020). Typically, each individual tends to learn in various ways, often referred to as a mixed learning style (Aini et al., 2025; Engkizar, Sarianti, et al., 2022; Hasanah et al., 2019). According to researchers, it can be said that each student does not have only one learning style, but may have diverse learning styles or a mixed learning style. However, one of these learning styles will dominate in each student.

Visual learning style is a process of receiving information related to the sense of sight (eyes). For someone with a visual learning style, they will understand better when learning if they can see it directly, or will remember the lesson better if they see interesting pictures or striking colors.

Auditory learning style is a process of receiving information that is closely related to the sense of hearing. Students with this learning style will easily memorize information when they hear it. In addition, people with an auditory learning style tend to be more interested in conversations, such as discussions with others.

The kinesthetic learning style is a method of receiving information closely related to the body, such as the hands and feet. This learning style involves receiving information through movement, touch, and action. As a result, individuals with a kinesthetic learning style can remember information through these means. Someone with a kinesthetic learning style prioritizes the sense of touch and body movements to remember information.

In this study, the researcher raised the issue of learning styles, particularly in analyzing students' learning styles. However, prior to this, the researcher had also read and studied several journals related to learning styles in students. In this study, the researcher collected data using descriptive statistical analysis techniques.

The aim was to identify and analyze learning styles and their outcomes among English language program students. The results of the above study indicate that identifying learning styles among students and university students is crucial for supporting learning outcomes and making learning activities more efficient. Given the diversity of individual characteristics and learning styles, this study aims to identify the learning styles of students (Engkizar et al., 2018).

METHODS

This study is a descriptive study (Akmal et al., 2024; Engkizar et al., 2024; Guspita, 2025; Ikhlas et al., 2025; Istiqamah et al., 2024; Mahira et al., 2024; Mustafa et al., 2025; Wati et al., 2025; W. Wulandari et al., 2024). This research was conducted by distributing questionnaires to fashion design students, which contained several statements adapted from learning style theories, namely visual, kinesthetic, and auditory. This allowed for the identification of each student's learning style. Each statement item in the questionnaire was designed based on validated learning style theories to ensure the data obtained was accurate and systematic (Engkizar et al., 2023; Khairunisa et al., 2025; Rahayu et al., 2022; Faddhia, 2025; Wulandari et al., 2022). Thus, the questionnaire results enable researchers to describe the learning style characteristics of each student objectively and consistently without personal bias.

RESULT AND DISCUSSION

Learning styles can be defined in various ways, depending on one's perspective. A learning style can be defined as “a combination of cognitive, affective, and physiological characteristics that serve as relatively stable indicators of how learners perceive, interact with, and respond to the learning environment” (Albshkar et al., 2025; Engkizar, Jaafar, et al., 2025; Mardiana et al., 2022; Novita et al., 2022; Yuslia et al., 2021).

Learning style is the way an individual perceives and processes information in a learning situation. Brown argues that learning style preferences are one aspect of learning style and refer to the choice of one learning situation or condition over another. In other words, learning style is the way a student perceives, interacts with, and responds to the learning environment (Engkizar et al., 2021; Sabrina et al., 2022).

Learning styles are sometimes defined as cognitive, affective, social, and physiological behavioral characteristics that function as relatively stable indicators of how students perceive, interact with, and respond to the learning environment. This section is the main part of the research article and is usually the longest section of an article (Guspita et al., 2025)

The first thing that must be eliminated when starting to learn is the fear that arises within us. When our brain feels fear, our brain networks can remain in a state of ignorance, or what can also be called the “status quo.” Therefore, fear can greatly influence us in the learning process. To enable our brains to form numerous connections between neurons, we must train them by analyzing and observing problems in our surroundings. Additionally, extensive learning and reading can influence the neurons in our brains. By sharpening our thinking skills and acquiring more knowledge through learning, our brains will become smarter than before. The kinesthetic learning style of students in the development of academic achievement in Islamic Education at school The kinesthetic learning style is a learning style that focuses on movement. Children tend to be unable to sit still. Children with this learning style cannot learn in conventional schools where teachers explain and students sit quietly. Children will be more suited and develop better in schools with an active learning system, where children are heavily involved in the learning process. Students will find it easier to grasp lessons if they move, touch, or take action.

Based on the results of the researcher's observations, the learning styles of students with a kinesthetic learning style are: i). learning through body language ii). reading while walking. iii). Teachers develop students' kinesthetic learning styles by observing the surrounding environment and relating it to the subject matter of Islamic Religious Education (Engkizar, et al., 2025).

Every individual can learn, but when learning, we naturally have different learning styles or methods to ensure that information is conveyed and understood. This is the primary reason why it is important for us to understand students' learning styles. Given the diverse characteristics of each individual, there is no single approach that can be accepted by everyone. If the method of presenting information or teaching concepts to students is designed or structured based on their learning styles, it is believed to have a significant impact on the learning process. Students will be able to concentrate and focus more on the learning process and understand material that is considered to have a high level of difficulty. In fact, each individual has diverse or combined learning styles, which can be caused by the situation they are facing or depend on the circumstances during learning (Engkizar, et al., 2025).

Fashion design students tend to have a visual learning style, which optimizes their sense of sight. Half of the class has a visual learning style. Based on the results of the research and discussion, it was found that fashion design students have diverse learning styles. However, the dominant learning style in the fashion design class is the visual learning style, which is a learning style that optimizes the sense of sight. 55%

of the 20 students have a visual learning style, 11% have an auditory learning style, and 34% have a kinesthetic learning style. It is clear that the dominant learning style among fashion design students is the visual learning style.

CONCLUSION

The results of the study indicate that questionnaires on visual, auditory, and kinesthetic learning styles can help improve student learning achievement, particularly in fashion design programs. This is evidenced by research conducted by the researcher, which shows an improvement in academic performance aligned with the students' learning styles. This is attributed to the way teachers deliver instructional material, which is tailored to the students' learning styles, thereby aiding in the development of their academic performance.

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