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DESCRIPTIVE OF QUANTITATIVE DATA | RESEARCH ARTICLE

SWOT Analysis in Determining Consumer Preferences For Designing Traditional Nias Clothing

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Abstract: The purpose of this research is to find out consumer preferences in designing traditional Nias clothing, find out the design after conducting a SWOT analysis, and find out the obstacles that exist in the process of making traditional Nias clothes. This research uses a qualitative research approach. The sample in this study were 6 people consisting of business owners, traditional leaders, employees, and consumers. Data collection techniques, namely interviews and observations. The results of this study are steps in determining consumer preferences in designing traditional Nias clothing at UD. Vivi is the determination of the size motif and type of material, color selection based on market demand, the design produced by UD. Vivi in designing Nias traditional clothing is seen in terms of shape, size, quality, and product durability, the findings of threats to UD. Vivi is that it can come from various factors, namely competition, changes in market trends, changes in consumer preferences, especially among the younger generation who may prefer clothes with modern styles rather than traditional ones, which can reduce demand for traditional Nias clothing, the influence of foreign cultures: Influence from outside culture, and the tools used are still traditional.

Keywords: Consumer Preferences, Traditional Nias Clothing, SWOT Analysis.

1. INTRODUCTION

Determining consumer preferences for traditional clothing design is critical to understanding the factors that influence consumer purchasing decisions. Designing traditional clothing in accordance with consumer preferences can increase product attractiveness and acceptance (Kaur, H., & Singh, R, 2019). The business world as a center of activity that refers to all economic activities that occur in all sectors, one of which is in the business world that produces products (traditional traditional clothes), where companies or organizations operate to produce goods and services with the aim of making a profit. This includes various types of business entities, ranging from large multinational companies to small and medium enterprises (SMEs) or even individual businesses. UD.Vivi is one of the businesses engaged in sewing traditional Nias clothing, making accessories to complement traditional Nias clothing (bridal hand flowers, bridal head flowers, bridal nafo balls) located on Jln. Sirao No. 43 Gunungsitoli City. UD.Vivi's business was established 10 years ago. UD. Vivi is important to conduct a SWOT analysis at the product design stage because every consumer wants the best product design and must also be able to follow the latest models of each traditional clothing design that is currently developing and even with SWOT analysis UD.Vivi will be able to compete with other businesses that have the same type of business, but in this case UD.Vivi is also required to maintain the quality of the products to be made at a price that is in accordance with the ability of consumers. In this case UD.Vivi must be able to do a SWOT analysis when designing traditional Nias clothing, one of which must be able to see what are the advantages of the design from other products and then what are the weaknesses so that with the SWOT analysis consumers are able to determine what kind of product preferences they need. UD. Vivi at this time when designing and producing traditional Nias clothing is still inefficient because it is still unable to determine which models or types of designs have to be



produced in large quantities. So that researchers conducted research on the problems faced by UD. Vivi with SWOT analysis which is an analytical tool that is able to identify product strengths, understand product weaknesses, capture market opportunities and be able to deal with threats that occur to help map consumer preferences. Variables in determining consumer preferences for a variety of traditional Nias clothing designs, such as colors, motifs, fabrics, models, and cultural values contained in the design. After the researcher conducted the research, some of the phenomena found were changes in consumption patterns or demand for products offered by UD.Vivi and the increasing number of competitors in the same market, so UD.Vivi must innovate to remain competitive. Some of the problems found are obstacles in the production process because they still use manual technology, marketing strategies that are less effective in reaching the target market and are not as expected, difficulties in labor management, such as low employee human resources that interfere with efficiency, from several obstacles experienced in product design at UD. Vivi requires UD.Vivi to be able to design traditional Nias clothing products according to what consumers want but does not eliminate the cultural elements contained therein so that customers or the public can accept the results of these products.

2. RESEARCH METHOD

Siswantoro (in Teresia, 2019) argues that the research approach is a way of viewing the object as a determinant of the research direction. This aligns with the statement that the approach is a tool to capture reality or phenomena before analysis activities are carried out. Based on this view, the approach used in this research is a qualitative approach because the problem is related to humans and the perspective on the object serves as a determinant of the research direction. According to Sugiyono (2019), research variables are attributes, traits, or values of people, objects, or activities that have specific variables determined by the researcher to be studied and from which conclusions are drawn. In this study, the variables used include SWOT analysis (weaknesses, strengths, opportunities, and threats) and product design (shape, size, quality, and durability of the product). Data analysis in this study begins with data collection through observations, interviews, literature reviews, and documentation, recorded in detailed field notes consisting of descriptive and reflective aspects. The next step is data reduction, where data is selected, grouped, and simplified to focus on relevant findings that align with the research objectives. This is followed by data presentation, where the information is organized coherently to facilitate analysis and interpretation, allowing for conclusions to be drawn. Finally, conclusions are formulated based on the organized data, ensuring they address the research focus and objectives.

3. RESULT AND DISCUSSION

Table 1. SWOT Analysis Specifications

Strength	Weakness (W)
<ul style="list-style-type: none"> Unique Design and High Quality Ability to Combine Traditional Elements with Modern Touches 	<ul style="list-style-type: none"> Limited Production Technology Production Team Skills
Opportunity (O)	Threat (T)
<ul style="list-style-type: none"> Increased Demand for Traditional Products Partnerships and Collaborations 	<ul style="list-style-type: none"> Competition with Other Manufacturers Changing Consumer Trends and Preferences

Source: Author's Preparation, 2024

Observations in this study were conducted through in-depth interviews with various stakeholders, including the owner of UD. Vivi, employees, and customers, to gather data on customer preferences for product design and quality. Most customers expressed satisfaction with the traditional clothing

produced by UD. Vivi, particularly appreciating its uniqueness and quality. However, some complaints arose regarding limited product variety and extended ordering times. A SWOT analysis revealed the company's strengths in producing high-quality, culturally relevant designs but also highlighted weaknesses such as limited production capacity and lack of product diversification. Opportunities were identified in the growing demand for traditional products, while threats included competition and changing consumer preferences. The data collected was then reduced and presented in structured formats like tables and graphs, leading to the conclusion that while UD. Vivi holds a strong local market position, there is a need for product variety and human resource improvements.

3.1. Determining consumer preferences for the design of traditional Nias traditional clothes at UD. Vivi Gunungsitoli City

becomes an effective strategy to improve superior product quality to meet customer needs well. Every company must have weaknesses experienced in implementing work programs to achieve success. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis in determining consumer preferences for designing traditional Nias clothing can help in understanding market position and identifying effective strategies (Mashuri & Nurjannah, 2020). The following is the process of determining consumer preferences for designing traditional Nias clothing at UD. Vivi. In research steps to determine consumer preferences for designing traditional Nias clothing at UD. Vivi, namely by determining the motifs and patterns in this case the typical Nias motives. The colors used are also identical to culture, namely black, red and yellow which have their own meaning. Another thing that becomes the basis for determining preferences is to prioritize appearance and beauty. This is a basic reference in determining a consumer preference based on opportunity. According to the theory of consumer behavior put forward by (John F. Engel, Roger D. Blackwell, and Paul W. Miniard, 2020) one of the goals of consumer preferences is to reduce the risks and uncertainties associated with purchases. As for previous research, steps to determine consumer preferences by analyzing where to buy, packaging, type of transaction, color, coloring ingredients, and type of ingredients. (Soleha et al., 2022). UD. Vivi has several advantages in designing and producing traditional Nias traditional clothes that make it stand out compared to competitors. Here are some of the advantages that UD. Vivi is Deep Cultural Knowledge: UD. Vivi has a deep understanding of Nias culture and tradition, ensuring that each design reflects the authenticity and values of Nias culture. Unique and Innovative Designs. Combination of Traditional and Modern, UD. Vivi is able to combine traditional elements with a modern touch, appealing to consumers who value cultural heritage while wanting a more contemporary style, making it the fastest benchmark in determining preferences. Traditional Nias clothing is a symbol of cultural identity (Laoli et al., 2023). Efforts to preserve and introduce Nias culture have increased the demand for these traditional garments. Traditional clothing is often used in traditional ceremonies, cultural festivals, and other special occasions, which adds value and cultural importance (Telaumbanua et al., 2023); (Telaumbanua et al., 2024). Opportunities From the higher market demand at this time UD. Vivi has the opportunity to race and take advantage of opportunities to become part of the tailor designers of Nias traditional clothes. Of course, it cannot be separated from the quality of a product, product durability, and consumer satisfaction with the products produced. Although opportunities and strengths already exist, of course there are obstacles to every business (Naninsih et al., 2023). UD. Vivi concluded that the findings / constraints obtained in the process of making traditional Nias clothing at UD. Vivi is: The weakness of the tools used are still manual / traditional when designing products to the production process so that the speed in completing a product is not optimal. So that this is one of the obstacles to accelerating the progress of UD. Vivi. Of course, the solution in this case is that Vivi needs to increase efficiency in the production process to meet higher demand without sacrificing quality. This can be achieved by improving supply chain management, adopting new technologies, and strengthening the skills of the production team. In addition, the use of more modern and automated tools, compared to the manual

methods currently used, should also be considered to speed up the design and production process, thus improving productivity and consistency of product quality. Threats for UD. Vivi in the traditional Nias clothing industry can come from various factors, including competition, changing market trends. The main threat is Competition with other producers, the emergence of other local producers who also produce traditional clothing with quality and competitive prices can be a significant threat. Manufacturers who are able to offer products of the same or better quality at lower prices can attract UD. Vivi. Furthermore, producers from other regions that produce cheaper or more modern traditional clothes can also reduce UD's market share. Vivi's market share, especially if they successfully market their products in the Nias region or to tourists looking for variety. Changes in Market Trends. The designs produced by UD. Vivi in designing traditional Nias clothing are:

1. in terms of shape: In this case is the selection of motifs based on the tastes of each consumer. Nias traditional clothing motifs have many distinctive varieties. Next, the color used is identical to Nias culture, namely black, red and yellow. Of course this is the basis for maintaining the traditional elements of Nias in making traditional Nias clothing.
2. In terms of size: From that point of view, it is adjusted to consumer tastes and consumer demand. In this case the size of traditional Nias clothing varies depending on consumer demand.
3. Quality: Consumers always prioritize the quality of a product. In this case UD. Vivin still prioritizes maintaining the quality of traditional Nias clothing products. Starting in terms of designing, designing, and producing. Of course the materials used must also be good and suitable so that the quality of the goods remains durable.
4. Product durability: UD. Vivin always pays attention to the durability of product results. Starting from choosing the right design according to style and needs, choosing the right material, sewing method, inspection. Research results by Rangkuti et al., (2021) explain that one of the designs that are considered before making a product is determining the product quality category where the product is defect-free, attractive product design and appearance, and not easily damaged.

Some of the obstacles faced in the process of making traditional Nias clothing at UD. Vivi includes several aspects, including:

1. Use of Manual/Traditional Tools: The tools used in the process of designing and producing garments are manual or traditional. . This causes limitations in terms of production speed, so UD. Vivi has difficulty meeting higher demand quickly. In Rogers' Innovation Adoption Theory, 2020 states that manual or traditional tools in clothing production can be seen as innovations that may experience slow adoption compared to automated technology. According to this theory, factors such as technological complexity, perceived benefits, and the ability to trial play a role in technology adoption. Manual tools may be perceived to have value in terms of quality and skills that are not fully replicated by automated machines.
2. Balance of Tradition and Modernity: Another major challenge is maintaining the authenticity of traditional elements while integrating modern designs. This process requires great creativity and a deep understanding of how to adapt traditional designs without compromising the essence of the culture. (Smith, 2020) states that how people can navigate and integrate traditional and modern aspects in their lives.
3. Time Management and Production Schedule: The production process at UD. Vivi includes planning, material procurement, and labor management that are still flexible and require adjustments based on urgent demand. This can cause uncertainty in product completion. (Michael E. Porter, 2020) says that he believes that competitive strategy

requires efficient management of time and production schedules as the key to competitive advantage. He emphasized the importance of technology integration in production planning to improve efficiency and responsiveness to market demand. Changes in consumer preferences, especially among the younger generation who may prefer modern-style clothing over traditional, may reduce demand for traditional Nias clothing. Foreign Cultural Influences: Influences from outside cultures entering Nias through media and tourism can change consumer tastes and reduce interest in traditional traditional clothing. If UD. Vivi cannot adjust to these changes, they risk losing traction in an increasingly competitive market.

Table 2. Swot Analysis Results

	Pros (S)	Weakness(W)
Threat (T)	(ST) Utilize potential to deal with threats	(WT) Minimize weaknesses to counter threats
Opportunity (O)	(SO) Leverage potential to seize opportunities	(WO) Overcoming weaknesses to seize opportunities

Source: Author's Preparation, 2024

ST= UD. Vivi's ability to blend traditional elements with a modern touch allows them to reach a wider market segment, including younger consumers who prefer contemporary styles. Thus, it is able to meet the changing trends and preferences of consumers, especially among the younger generation who may prefer modern designs.

WT= UD. Vivi needs to invest in new technology and automated production tools to replace the manual methods currently used. By adopting more modern technology, they can improve production efficiency, speed up the manufacturing process, and ensure product quality consistency. This makes UD. Vivi meet higher demand without sacrificing quality, as well as increase their competitiveness in an increasingly competitive market.

SO = The company's strengths can be used to exploit opportunities in the market. UD. Vivi has an advantage in the design of unique and high-quality Nias traditional clothes, this advantage can be used to take advantage of opportunities for increased demand for traditional products in an effort to expand the market or increase sales.

WO= Companies need to develop specific strategies to address their weaknesses so that they can capitalize on the opportunities. This can be in the form of employee training to develop the required skills, technology upgrades, or even partnerships with other parties to cover these weaknesses. Based on the following research discussion, there are several theories that support the discussion. Furthermore, the weaknesses or limitations of the research identified are This research is limited to interviews with a small number of respondents, including the owner of UD. Vivi, traditional leaders, some employees, and consumers. This may limit the generalizability of the research results, as the views and experiences of a small number of respondents may not represent the entire population of UD. Vivi's customers or business people in the sector.

4. CONCLUSION

Based on the results and discussion, several findings can be concluded, including: In determining consumer preferences UD. Vivi must pay attention to various consumer preferences, such as colors, fabric motifs, models, and cultural values contained in traditional Nias clothing. This is important for designing clothes that match consumer desires, which in turn can increase product attractiveness in the market. Use of SWOT Analysis: SWOT analysis proved effective in helping UD. Vivi identify strengths, weaknesses, opportunities and threats in the process of designing traditional Nias clothing.

The use of this tool allowed UD. Vivi to better map the needs and preferences of consumers, so that the products produced can be better accepted by the market. Constraints in Production: One of the main constraints faced by UD. Vivi is the difficulty in designing traditional Nias clothing that not only meets consumer preferences but also maintains elements of Nias culture. This shows the need for a better strategy in the integration between cultural aspects and market needs. Based on the results of research on SWOT Analysis in determining Consumer Preferences for Designing Traditional Nias Custom Clothing at Ud.Vivi Gunungsitoli City, the suggestions given may be useful to overcome the obstacles experienced. The suggestions put forward are as follows: To the leadership of UD. Vivi is advised to be able to go deeper into consumer preferences before starting the product design process. This includes a deep understanding of the models, sizes, colors, and materials desired by consumers. In addition, following the latest fashion trends both locally and globally is also important so that the products produced remain relevant without eliminating traditional values. UD.Vivi should provide a wide selection of designs and models that can be customized according to consumer needs. For example, providing simpler designs for daily use and more elaborate designs for traditional events. In this way, UD. Vivi can reach more market segments and increase customer satisfaction. It is recommended that UD. Vivi start integrating technology in the production process to improve efficiency and quality consistency. Investing in modern production equipment and training employees to operate it can help overcome problems in the slow and sometimes less consistent manual production process.

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