Analyzing Students' Learning Styles: Visual, Auditory, Kinesthetic

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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 need to be conducted with each student. The purpose of this article's research is to find out what learning styles are preferred by students majoring in fashion design. The method used in this study was descriptive research in the form of a questionnaire for fashion design students, which contained several questions related to learning styles. Twenty students completed the questionnaire, and the results showed that the majority had auditory and visual learning styles. Only a few students had kinesthetic learning styles.

INTRODUCTION

One of the most important factors in human life is education, while the success of formal education, especially at school, can be seen from the learning style (Nurhuda, 2022; Sanga & Wangdra, 2023). A learning style is a method that is easy for students. Meanwhile, the results of the student's learning process are certainly caused by various factors other than the environment, but rather because of how they receive information and then process it.

One of the factors that can influence student learning outcomes is their learning style (Astiti et al., 2021; Nurnaifah et al., 2022). This includes whether or not students use a learning style that they like in the learning process. In learning something, students also have diversity in terms of learning styles, while learning styles are very influential, especially in the teaching and learning process, to increase success in the process of knowledge transfer (Telaumbanua & Harefa, 2024). Learning style is an individual's tendency to learn a subject in their own way. This process can take the form of self-movement, absorption of material, or a way in which students receive and process information in their own way that suits them (Engkizar et al., 2025).

Each individual's learning style is closely related to diverse cognitive, affective, and psychological behaviors in understanding and managing themselves, as well as in solving problems (Apriliani & Muhid, 2025; Febrianto et al., 2025). To make the teaching and learning process effective and more efficient, it is important to recognize the learning styles of individuals (Magdalena & Affifah, 2020). In general, there are three types of learning styles, namely visual, auditory, and kinesthetic. Usually, each individual has a tendency to learn in various ways, which is commonly referred to as a mixed learning style (Aini et al., 2025; Azizah et al., 2023). According to researchers, each student does not only have one learning style but can have various 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 (Arumsari, 2023; Parwati, 2024). People with a visual learning style will understand better when learning if they see things directly, or will remember lessons 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 who have this learning style will easily memorize information when they hear it (Mardlatillah & Sa'adah, 2022; Tahira & Yamin, 2024).

In addition, people with an auditory learning style tend to be more interested in conversation, such as discussions with others. The kinesthetic learning style is a process of receiving information that is closely related to the organs of the body, such as the hands and feet (Maula et al., 2024). This learning style involves a deeper process of receiving information through movement, touch, and action. Through these things, people with a kinesthetic learning style will be able to remember information. A person with a kinesthetic learning style will prioritize the sense of touch and body movements to remember information (Nasution & Elvira, 2022).

In this study, the researcher raised the issue of learning styles, particularly in analyzing students' learning styles(Engkizar et al., 2025). Identifying students' learning styles is very important to support their learning outcomes and make learning activities more efficient. Given the diversity of each individual's character and learning styles, this study identified the learning styles of students.

METHODS

This study is descriptive in nature. It was conducted by distributing questionnaires to fashion design students. The questionnaires contained several statements that had been adapted to learning style theories, namely visual, kinesthetic, and auditory. This made it possible to identify the learning style of each student (Engkizar et al., 2025).

RESULT AND DISCUSSION

Learning styles can be defined in various ways, depending on one's perspective. Keefe defines learning styles 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. Brown defines learning styles as the way in which individuals perceive and process information in learning situations (Engkizar et al., 2025). Brown argues that learning style preferences are one aspect of learning styles, and refer to the choice of one learning situation or condition over another. In other words, learning styles are the ways in which students perceive, interact with, and respond to the learning environment (Amelia et al., 2025; Fatimah & Sari, 2025).

Learning styles are sometimes defined as functional cognitive, affective, social, and physiological characteristics of behavior. 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

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called a "status quo" (Miceli & Suri, 2023; Wu et al., 2023). Therefore, fear can greatly affect us in the learning process. In order for our brains to have many connections—connections between neurons in our brains—we must train them by analyzing and observing problems around us.

Learning and reading a lot can influence the neurons in our brains (Herdiana, 2024; Maulita & Suryana, 2022). By honing our thinking skills and increasing our knowledge through learning, we can make our brains smarter than before. Kinesthetic learning is a learning style that involves movement. Children tend to be unable to sit still. Children with this learning style cannot learn in conventional schools where teachers explain and children sit still. Children will be more suitable and develop better in schools with an active learning system, where children are heavily involved in the learning process (Astriana et al., 2025; Nafiah et al., 2024). Students will find it easier to grasp lessons if they move, touch, or take action.
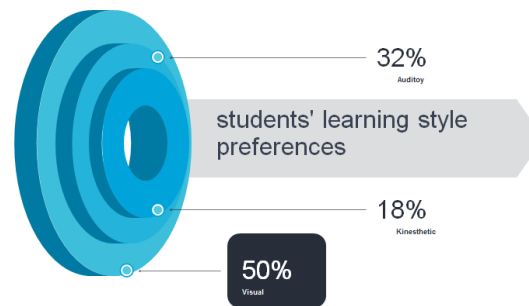
Fig 1. Students' learning style preferences

Based on the researcher's observations, the learning styles of students who have a kinesthetic learning style are; i) learning by using body language, ii) reading while walking, iii) teachers develop students' kinesthetic learning styles by observing the surrounding environment and relating it to Islamic Religious Education material (Hidayatullah et al., 2024). Every individual can certainly learn, but when learning, we also have different styles or ways of learning so that information can be conveyed and understood. That is the main reason why it is important for us to know the learning styles of students. With the diverse characteristics of each individual, there is no single approach that can be accepted by every individual, and if the method of providing information or teaching material to students is designed or structured based on learning styles, it will have a significant impact on the learning process (Abdul Latief et al., 2024). Students will be able to concentrate and focus better on the learning process and understand material that is considered difficult. In fact, each individual has a variety of learning styles or a combination of styles. This can be due to the situation they are facing or depending on the circumstances when learning.

The diagram above shows that 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 (Alfisyahri et al., 2024). However, the dominant learning style in fashion design classes is visual learning, which is a learning style that optimizes the sense of sight. Fifty-five percent of the twenty 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 visual learning (Raniza et al., 2023).

CONCLUSION

The results of the study indicate that questionnaires on visual, auditory, and kinesthetic learning styles can help improve student achievement in fashion design. This is evidenced by research conducted by researchers, which shows an increase in learning achievement in accordance with the learning styles of students. This is because the delivery of material by teachers is tailored to the learning styles that are suitable for delivering material to students in order to help improve their learning achievement.

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