[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)Implementation Strategy of Parametric Design Approach for Indonesian Traditional Pattern Creation: A SWOT Analysis

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| ABSTRACT |  |  |
| Parametric design, a digital media-based design approach, holds the potential for transforming the creation of Indonesian traditional patterns. This study employs a SWOT analysis to assess the strengths and weaknesses of parametric design compared to the traditional methods and to explore the opportunities and threats it presents. Parametric design is a robust, adaptable, and efficient approach that can streamline the design process. It also promotes digital literacy and interdisciplinary collaboration. However, its reliance on technology and potential limitations pose challenges. Despite this, parametric design can revolutionize the way designers think, leading to innovative patterns. It is important to acknowledge that this approach may distance designers from the cultural significance of traditional patterns, and may face resistance from traditionalists. This study's findings inform the implementation strategy of parametric design in Indonesian traditional pattern creation.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received  Revised  Accepted  Keywords  Parametric design  SWOT analysis  Traditional pattern  Implementation strategy |