Pareto Principle of Photography Business; A Qualitative Study of NVIVO Approach 12

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Keywords

Abstract

The photography sector is one of those with a promising future. Unsurprisingly, a lot of photography companies fail. Applying the Pareto Principle is one technique to increase the productivity and profitability of a photographic business. Understanding how, in the field of photography, 20% of labor yields 80% of the results requires an understanding of the Pareto Principle, sometimes referred to as the 80/20 rule. The study's goal is to look at how the Pareto principle is applied in the world of photography. Five seasoned photographers from the Kuningan region participated in extensive semi-structured interviews that were carried out utilizing qualitative approaches and the NVIVO 12 methodology. A six-month timeframe, from January to June 2023, was used for the study. The results showed that the pareto principle is essential for maximizing choices and concentrating on the results of the photographer's work. With the help of this idea, photographers may increase productivity, result quality, product selling points, seller identification, service contentment, and client loyalty. client devotion. Principle By finding the 20% of significant factors that have an influence on 80% of the outcomes, the Pareto principle is used. developing marketing strategies, tests, target audiences, prioritization lists, data analysis, types of images, and customer loyalty have an influence on 80% of the outcomes. market, list of priorities, data analysis, sorts of photos, and a focus on enhancing the outcomes of efforts and resources. Respondents reported difficulties in recognizing influential factors, the necessity to adapt techniques due to frequent changes, and photographers' lack of dedication and consistency in using the Pareto principle as a guide.

Introduction

In today's landscape, the realm of business faces increasingly intense competition, necessitating business entities to vie for their survival, as emphasized by (Anaswati, 2020). The growing diversity in human needs and how consumers thoroughly consider products and services prior to making purchase decisions (Adlina & Dirbawanto, 2022; Aryanto & Victor, 2019; Sunyoto et al. 2021) assert the presence of ample opportunities in the creative industry, particularly within the realm of photography. The photography industry harnesses technological advancements in areas such as social media and E-commerce, allowing it to bridge any gaps Firliana et al., 2022).

The competitive landscape of the business world in the era of globalization has become even more challenging. Companies are now compelled to exhibit greater innovation and creativity in their managerial approaches (Fadly & Wantoro, 2019). The interplay between various technologies, including mobile devices, photo editing applications, social media, people, and digital or physical spaces, is reshaping the field of photography (Liu, 2022). These

technological advancements are fundamentally altering transaction methods in the business sphere, with people increasingly prioritizing efficiency and time-saving (Afriyonza et al., 2014).

Photography can be defined as the process of using light as a medium for creating visual art or written narratives (Pixel.Web.Id, 2023). It serves as a potent means of expression and communication, offering an extensive spectrum of interpretations, perceptions, and creative executions (Karyadi, 2017). Within the realm of photography, artists employ diverse styles to express themselves (Papone, 2022). Moreover, photography serves as a medium for exploring one's life experiences and sharing those experiences through visual imagery (Alase, 2017).

The Pareto Principle, often referred to as the 80/20 rule, posits that a significant portion of effects, typically 80%, arises from a smaller proportion, or 20%, of causes (Sunarto & WN, 2020; Saefullah et al., 2023; Amri & Nurjaya, 2022) corroborated this principle by showing that, in numerous cases, 80% of the outcomes are attributable to 20% of the inputs. This principle holds considerable importance in the business domain, where a minority of inputs, around 20%, yields a majority of outputs. The Pareto Principle offers the potential to achieve exceptional results without an extraordinary expenditure of effort (Koch, 2018). Its broad applicability to various facets of the business world is well-recognized (Pope, 2021). Its utility, particularly at the managerial level, for determining and prioritizing tasks that have the most significant impact, ultimately leading to increased productivity (Ariyanto, 2021; Laoyan, 2022).

In the context of the technology and photography industry, the Pareto Principle assumes particular significance (Wenas, 2020). It aids photographers in concentrating on the most crucial aspects, thereby enabling them to deliver optimal outcomes (Perdana, 2023). The Pareto Principle is instrumental in the photography business for enhancing efficiency, conserving time and resources, elevating product quality, establishing a distinct identity in the market, fostering customer satisfaction, and building customer loyalty (weebly.com, 2108).

Photography studios and photographers often grapple with issues such as inefficiency, inconsistency in the quality of their work, diminished product value, a lack of a strong market identity, and reduced customer satisfaction. The Pareto Principle, which posits that 80% of results stem from 20% of effort, serves as a valuable tool for surmounting these challenges. In essence, it highlights that a mere 20% of a photographer's effort exerts the most substantial influence on their business's outcomes.

Prior research within the realm of photography has covered diverse topics. For instance, Dyer (2023) explored how internal cameras and smartphones can alleviate stress and enhance well-being. The viability of employing a photo service information system for tracking purchase and sales transactions, orders, and generating reports (Pariyadi & Ramadani, 2023; Saputra & Borman, 2020; Atmoko, 2011).

Codell (2022)'s review delved into the social, aesthetic, and technical dimensions of photography, with a particular focus on the quality of photographic technology. Mariana et al., (2021) and Riswanda & Priandika (2021) delved into digitalization and various consumer segments, encompassing open markets, consumer markets, and government markets. Additionally, Retno (2020) identified a positive and substantial correlation between product quality and price perception and customer satisfaction. Mardhotillah (2020) delved into the warehouse forecasting process's role in planning the procurement of incoming goods and managing outgoing goods. Meanwhile, Edvantris (2017) examined how service quality, product quality, and pricing influence purchasing decisions.

However, a notable gap in the existing literature is the absence of research regarding the application of the Pareto principle in the context of photography businesses using the NVIVO 12 approach. Hence, this research serves a crucial role in filling this void and offering a more profound understanding of how the Pareto principle can be harnessed within the domain of photography businesses. This study introduces novel insights into how photographers can concentrate their efforts on the most pivotal aspects.

Consequently, this research has the potential to aid photographers in elevating their business performance, encompassing enhancements in efficiency, the quality of photographic output, the salient aspects of their products, their market identity, and customer satisfaction. Furthermore, this research holds significance in the advancement of theory and practice in the photography field. The data were meticulously processed and analyzed via the Nvivo 12 Plus software, employing an automatic coding technique with a qualitative approach. The ultimate goal of this study is to provide a comprehensive analysis of the application of the Pareto principle in photography businesses.

Method

The research employed a qualitative case study method (Sugiyono, 2020). The primary aim of this case study was to gain insight into the experiences and perceptions of individuals involved in the photography business who apply the Pareto principle. Through the case study approach, the researchers aimed to delve into the subjective interpretations of the participants' experiences (Helaluddin, 2019).

The research's primary focus lay in comprehensively exploring the facets of enhancing photography businesses through the Pareto principle. It sought to unravel the viewpoints, experiences, and decision-making processes of these individuals. This approach was designed to facilitate an in-depth understanding of the challenges faced by photography businesses (Alase, 2017).

The study encompassed five participants, including owners of photo studios and photography practitioners located in Kuningan district. The research spanned six months, commencing in January and concluding in June 2023. Data collection involved various research techniques and tools, namely, a literature review, interviews, and observations. The initial stages of data analysis involved organizing and compiling the data into transcript form. Transcripts were meticulously reviewed multiple times to gain a comprehensive understanding of the data and to pinpoint segments that shed light on different aspects of the phenomenon (Ponty, 2005).

The data were then subjected to conceptualization, categorization, the identification of themes, and their connection to theoretical constructs. The meaning inherent in the data was elucidated through reorganization, exploration, and discussions of the textual data, with a focus on conveying the original understanding of the participants. The data analysis process was conducted using NVivo 12 software (Salahudin et al., 2020).

Table 1. Informan Responden

No	Responden Initial	Gender	Age
1	Ab	Male	40 years old
2	Do	Male	49 years old
3	Ag	Male	46 years old
4	SA	Female	44 years old
5	ID	Female	37 years old

Data Input	• Data sourced from respondents through interviews
Data Coding	• Coding the data using nodes based on the main sentence and the core of the research.
Data Exploration	• Data explored by word query frequency, hierarchy diagram, tree map, word query text search, mind map, and project map.
Data Visualisation	• The results of data exploration are displayed and visualised to make it easier to understand the data.
Data Interpretation	• The results of the data visualisation are interpreted and explained

Figure 1. Components of Data Analysis NVIVO Approach 12

Results and Discussion

This research carries both favorable and unfavorable consequences for photographers. On the positive side, it offers the potential to enhance the operational efficiency of photography businesses, elevate the quality of output, increase the value of products, bolster the identity of the photographer, and foster greater customer satisfaction and loyalty. Conversely, the negative aspect entails the additional time and effort required to discern results, and it may not be suitable for all photographers. Furthermore, the advantages of this research extend to customers and academics. Customers stand to benefit from improved photography quality and services, while academics can leverage this research to advance the field of photography theory and practice.

For the purpose of this study, five individuals who are photographers and own photo studios were surveyed as participants. The researcher took care to protect the identities of these informants by not using their real names, thereby preserving their privacy. The interview data was transcribed and imported into NVivo 12 software for further analysis, involving coding of the informant data and subsequent exploration and visualization of the data.

Word Frequecy Query (Word Cloud)

One of the functions provided by the Nvivo 12 software for visualizing text data is the word frequency query. This tool assists researchers in gauging the prevalence of noteworthy and informative terms. It proves particularly useful in identifying themes during the early stages of

a project as specified by (NVIVO QSR International, 2021a) . Based on the results obtained through this word frequency search feature, the top 5 most frequently occurring words in the dataset were identified, as illustrated in Figure 1.

The term "Photography" emerged as the most prevalent word in the participants' discussions, appearing 188 times and accounting for 7.72% of the entire dataset. Following closely, "principle" occurred 159 times, constituting 6.53% of the text, while "Pareto" had a frequency of 143 mentions, corresponding to 5.87%. Subsequently, "effort" was used 130 times, representing 5.34% of the dataset, and "factor" was employed 82 times, making up 3.37% of the text, thereby securing a spot among the frequently used terms. This data reflects the recurrent expressions made by the informants. Within the context of the Pareto principle in photography business, these five frequently mentioned words signify the respondents' keen interest in addressing the research problem.

Figure 2. Frequent words from the data

Hierarchy Chart

This tool serves the purpose of generating an overview to identify patterns in coding attribute values of cases and files, as detailed in (NVIVO QSR International, 2021b). Utilizing the coding results, a hierarchical chart is constructed with the keywords "Pareto principle" and "photography business," which elicits several pertinent statements from the informants. These statements are arranged in descending order on the chart, from the most extensive to the most concise, and encompass topics such as the Implications of using the Pareto principle, Function of the Pareto Principle, Success factors using the Pareto principle, Knowledge of the Pareto Principle, Strategies for improving photography business, How to Apply the Pareto Principle, Urgency of the Pareto Principle in the photography business, Real examples, Indicators of productivity and efficiency, and Obstacles. Please refer to Figure 3 for a visual representation of this chart.

Upon analysis, the researcher observed that, based on the responses provided by the participants, the term "Implications using the Pareto principle" is represented by a larger box size compared to the others. This suggests that a greater number of informant responses have been coded in this category, signifying its prominence and the need for immediate attention. The contents of this box reflect the order of significance based on the coding of informant responses, including factors such as enhanced profitability, increased productivity and efficiency, heightened customer satisfaction, a substantial influence on business outcomes, and enhanced marketing and sales effectiveness. Following this, the subsequent level involves aspects like business decision-making, opportunities for achieving success, cost reduction, and a significant upswing in the sales of wedding photography products. These findings align with the perspective presented by (Maolana, 2019) emphasizing that product quality stands as an indicator of a company's success in manufacturing goods for the market. Customer satisfaction is linked to the quality of products, with satisfied customers likely to remain loyal, while dissatisfied customers may switch to superior competing products. Additionally, according to (Sulistyo & Nugroho, 2022), any defects in service quality should be rectified in order to ensure customer satisfaction.
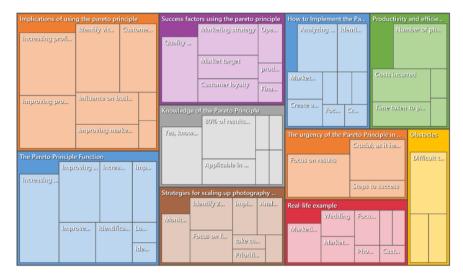

Figure 3. Hierarchy Chart of the Pareto Principle of Photography Businesses

Treemap

The subsequent tool introduced within the context of Word Frequency analysis is the treemap. A treemap is a graphical representation that arranges data hierarchically, employing a collection of nested rectangles of varying dimensions, sizes, and shapes. The size of each rectangle corresponds to the frequency and percentage of the associated data. It's a data visualization technique utilizing boxes to represent data, with each box's size denoting the data's value and its color indicating the data category. Treemaps serve the purpose of presenting data in a visually intuitive manner, enabling the identification of patterns and trends in data and facilitating data comparisons from multiple sources.

(Allsop et al., 2022) Treemaps are adjusted to fit the available space. The sizes of the rectangles should be evaluated in relation to each other, resulting in a larger display area in the chart's top-left corner compared to the smaller rectangles in the bottom-right corner.

In the research conducted, the prominent words mentioned by the participants were identified and visualized within the treemap, as depicted in Figure 4. These words include "photography,"

"principle," "Pareto," "effort," "factor," and more. Larger boxes signify a higher data value, signifying the importance or dominance of that specific data category. Conversely, smaller boxes represent smaller data values, indicating less important or non-dominant data categories.
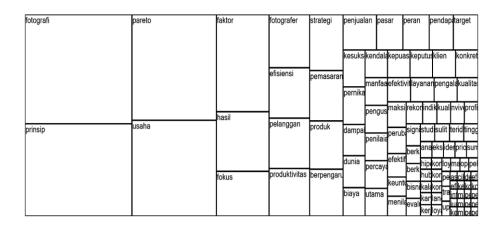

Figure 4. Treemap Data

Text Search Query

Moreover, examine the utilization of words within diverse research data sources by employing the Text Search Query function (NVIVO QSR International, 2021d). The Text Search Query function serves the purpose of elucidating the semantics of words found in the word cloud and facilitates the retrieval of specific words or phrases within research materials. The researcher's objective was to gain insight into the prevalence of the term "Pareto principle," a central keyword in this study. The outcomes of this search are visually presented in the form of a Wordtree, as depicted in Figure 5.
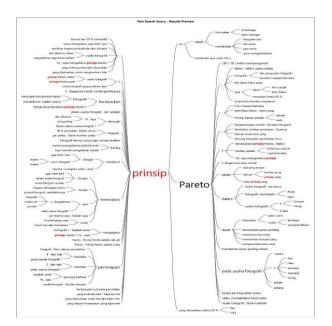

Figure 5. Word Tree of Pareto Principle word usage

By utilizing the word tree feature for exploration, valuable insights were gleaned regarding the respondents' existing familiarity with the Pareto principle. Moreover, the informants demonstrated a clear grasp of how this principle can be effectively employed within photography businesses. They acknowledged that, in this context, time, products, customers, and costs collectively contribute to 80% of the results, reflecting their belief in the Pareto principle's vital role in optimizing decision-making and result-focused approaches. According to the respondents, the Pareto principle offers numerous advantages, encompassing the potential to boost productivity, profitability, customer satisfaction, opportunities for success, operational efficiency, and the effectiveness of marketing and sales. Additionally, it can yield cost reductions and facilitate the identification of key factors for maximizing outcomes. These findings are in concordance with the conclusions of (Wahyudi et al., 2020) emphasizing that enhancing and managing business processes represents a means of retaining consumers

The respondents evaluated success indicators linked to the principle's impact on productivity and efficiency, encompassing a) the time required for photo production, b) revenue generation, c) the number of clients served, d) the quantity of photos produced, and e) the incurred costs. However, informants encountered challenges when applying the Pareto principle, including difficulties in identifying influential elements, the need for adaptive strategy changes due to the principle's often unpredictable nature, and a lack of commitment and consistency among photographers in applying the Pareto principle. According to (Mariana et al., 2021) and (Puspasari, 2022) five dimensions - tangibles, reliability, responsiveness, assurance, and empathy - influence revenue earned from documentation services and print orders.

Mind Map

The mind map feature serves as a visual tool for representing data, with a hierarchical structure defining the relationships between various data elements, as outlined by (Sipatu et al., 2022). Concepts pertaining to the central theme are depicted using distinct shapes and linked together through lines connecting them to the core idea, as described by (NVIVO QSR International, 2021c). All these ideas are interconnected, whether on the same level or within a hierarchical structure. In the context of exploring the Pareto Principle's application in the photography business, the researcher presented a mind map delineating: a) strategies for enhancing photography business, b) the repercussions of implementing the Pareto Principle, c) key success factors associated with Pareto Principle utilization, d) methodologies for applying the Pareto Principle, e) concrete examples, f) comprehension of the Pareto Principle, g) the timeliness of the Pareto Principle, h) the functionalities of the Pareto Principle, i) performance and efficiency indicators, and j) the encountered limitations.
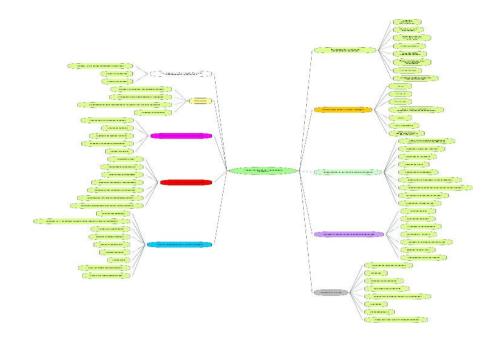
Figure 6. Mindmap Visualization

Projectmap

Subsequently, the researcher employed a project map to visually represent the manner in which the interviewees contributed to elucidating the application of the Pareto principle within the realm of photography businesses (refer to Figure 7). This project map was constructed by drawing upon the thematic patterns identified in the coding results, facilitating the exploration and presentation of data interconnections. The project map yielded valuable insights, including but not limited to: 1) strategies for enhancing photography businesses, 2) the immediate consequences of implementing the Pareto principle, 3) key success factors associated with Pareto principle utilization, 4) practical methods for applying the Pareto principle, and 5) real-world instances illustrating photographers' experiences grounded in the Pareto principle.
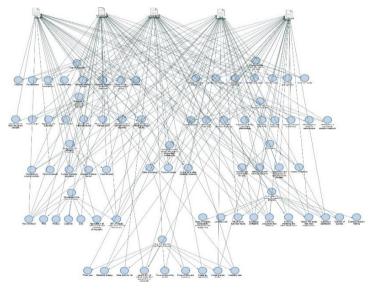

Figure 7. Projectmap Visualization

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The researchers have observed that photographers have implemented specific strategies to enhance their businesses. These strategies involve enhancing the quality of their human resources, engaging in field evaluations and monitoring, and dedicating time to understanding the Pareto principle. The subsequent phase entails the identification of the crucial 20% of components that exert a significant impact, followed by a focused analysis of elements influencing business outcomes and the establishment of top priorities. This approach aligns with the perspective expressed by (Susanto, 2020) which suggests the establishment of a decision support system through various steps, including requirements identification, data collection, data integration, data processing, system development, user interface design, user training, testing, implementation, and evaluation, and refining the system.

Regarding the application of the Pareto principle, the research participants have noted numerous benefits, including heightened customer satisfaction and a swift surge in sales. It streamlines the decision-making process in business, enhancing the likelihood of success. Respondents contend that applying the Pareto principle can significantly impact business outcomes by reducing operational costs and increasing profitability. This concurs with the viewpoint presented by (Kustina et al., 2022) emphasizing the importance of service quality in eliciting customer appreciation and satisfaction.

Moreover, aspects such as marketing, sales, and productivity have become more efficient. Respondents evaluated the indicators of success in applying the Pareto principle within the photography business, considering factors such as strategy comprehension, target market selection, financial management, customer loyalty, product photography types, and operational cost efficiency. This perspective aligns with the findings of (Amri & Nurjaya, 2022) who underscore the Pareto Principle's role in optimizing work planning, performance evaluation, and determining priority scales that wield the most influence on operational activities.

The researchers discovered that the informants applied the Pareto principle by identifying the core elements that impact roughly 20% of the final result, followed by conducting trials, defining target markets, creating priority lists, and determining the types of photos to produce. Subsequently, photographers directed their marketing strategies towards improving results with available resources. This approach corresponds with the observations made by (Ezizwita et al., 2020) emphasizing the significance of maintaining attractive, hygienic product packaging and affordable product pricing.

Respondents shared personal experiences in their respective fields following the application of the Pareto principle. For instance, in the context of wedding photography, they strived to provide the best service to clients contributing the most to their income. Similarly, journalistic photographers concentrated on producing compelling and relevant photos aligned with current news, while product photographers emphasized the creation of high-quality product images for their target market. These experiences resonate with the reviews presented by (Malian, 2021) and (Subiantoro, 2020) underscoring the role of service quality, product excellence, and trust in influencing customer satisfaction.

Conclusion

The study findings indicate that the Pareto principle holds substantial importance in decision-making, particularly with regard to optimizing the outcomes of photographers' efforts. Employing this principle enables photographers to enhance efficiency, result quality, product selling points, brand identity, customer satisfaction, and loyalty. By implementing the Pareto

Principle, photographers can pinpoint the vital 20% of factors that influence a significant 80% of their results. This informs various aspects of their work, including marketing strategies, experimental approaches, target market selection, prioritization lists, data analysis, photographic styles, and a concerted effort to improve resource allocation and outcomes. Respondents faced challenges in identifying influential elements, adapting to the unpredictable nature of these factors, and maintaining consistent commitment to applying the Pareto principle.

Recommendations

This research bears positive implications for photographers, customers, and the academic community. The researcher recommends that photographers enhance their business strategies by focusing on human resource management, implementing and monitoring evaluations, and identifying the crucial 20% of influential factors. Academics can leverage this study to advance photographic theory and practice.

Acknowledgements or Notes

The researcher extends gratitude to all those who contributed to this study, and expresses appreciation to the owners and operators of photography businesses in Kuningan district.

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