

CHAPTER III RESEARCH METHODOLOGY

A. Research Method

This research is descriptive qualitative research with content analysis design. Qualitative research is an approach to exploring and understanding a concept or phenomena that occur of individual or group ascribe to a social or human problem by defining a problem or developing an approach.¹ It also called naturalistic study because qualitative research occurs in natural settings.² The data that emerge from a qualitative study are descriptive that framed by using words and the final written report has a flexible structure.³ For qualitative research, the researcher must make the interpretation of the finding or result.⁴ Interpretation in qualitative research means that researcher draws meaning from the findings of data analysis.⁵ It can be lessons learned, information to compare with the literature, or personal experiences.⁶

While, content analysis is a metode for social studies that aims to identify patterns in texts.⁷ According to Krippendorff, content analysis is a method that is replicable and valid inferences from texts or other matters of the context that the researcher used.⁸ Content analysis of qualitative research focused on subjective interpretation of the content of text data.⁹

¹ John Creswell, *Research design : qualitative, quantitative, and mixed methods approaches— 4th Edition*, (California: SAGE Publications, Inc., 2014), 3. <https://fe.unj.ac.id/wp-content/uploads/2019/08/Research-Design-Qualitative-Quantitative-and-Mixed-Methods-Approaches.pdf>

² John Creswell, *Research design :*, 205.

³ John Creswell, *Research design :*, 3.

⁴ John Creswell, *Research design :*, 200.

⁵ John Creswell, *Research design :*, 243.

⁶ John Creswell, *Research design :*, 243.

⁷ Fay Van Craeynest, *Gender representations in EFL textbooks: a quantitative and qualitative content analysis*, (Ghent: Universiteit Gent, 2015), 24. https://libstore.ugent.be/fulltxt/RUG01/002/212/638/RUG01-002212638_2015_0001_AC.pdf

⁸ Fay Van Craeynest, *Gender representations in EFL textbooks: a quantitative.....*, 24.

⁹ Fay Van Craeynest, *Gender representations in EFL textbooks: a quantitative.....*, 24.

B. Data Source

Data sources are anything that related to where data can be obtained. It divided into two parts, namely primary data sources and secondary data sources.

1. Primary Data Source

Primary data is the main source of data that taken by the researcher for their research purposes.¹⁰ In this research the English textbook, entitled "English in Mind" (Second Edition) for Seventh grade as a primary data source.

2. Secondary Data Source

Secondary data is data that is already available, and its taken by another researcher that researcher used to support theories of their study.¹¹ The secondary data sources in this research are Martha Logsdon, "Gender Roles in Primary School Texts in Indonesia", Marlis Hellinger and Hadumod Bußmann, "Gender Across Languages Volume I", and Fadhila Yonata, "Manifestasi Gender dalam Buku Ajar".

C. Research Subject

The subject of this study is an English student textbook entitled "English in Mind" (Second Edition) for Seventh grade published by Center of Curriculum and Books and The Ministry of Education and Culture of the Republic Indonesia.

D. Instruments and Data Collection Technique

Instrument refers to a tool to take and measure the primary data through empirical and systematic studies.¹² According to sugiyono, in qualitative research the instrument is the researcher because the researcher has a big role in the process of data collecting.¹³ But, the researcher still need an instrument for data collecting to be more systematic.¹⁴ Furthermore, there are two instruments in this study, the first instrument is the researcher and the second instrument is documentation.

¹⁰ Eko Murdiyanto, *Penelitian Kualitatif (Teori dan Aplikasi disertai contoh proposal)*, (Yogyakarta: UPN "Veteran" Yogyakarta Press, 2020), 101. <http://eprints.upnyk.ac.id/24095/>

¹¹ Eko Murdiyanto, *Penelitian Kualitatif (Teori dan Aplikasi.....)*, 101.

¹² Eko Murdiyanto, *Penelitian Kualitatif (Teori dan Aplikasi.....)*, 13.

¹³ Sugiyono, *Memahami Penelitian Kualitatif*, (Bandung: CV Alfabetika, 2012), 59.

¹⁴ Eko Murdiyanto, *Penelitian Kualitatif (Teori dan Aplikasi.....)*, 84.

Data for analyzing was collected from English textbook entitled "English in Mind" (Second Edition) for Seventh grade. For collecting the data, the researcher has taken some steps are:

1. Reading and understanding reading texts and pictures in the textbook
2. Identifying reading texts and pictures in the textbook
3. Classifying the data based on aspects for gender representation in textbook

E. Data Analysis Technique

The data analyzed based on six aspects of logsdon's theory, namely:

1. Female/male pictures: the researcher counted the number of female/male pictures in textbook.
2. Female/male mentioned: female/male mentioned in textbook by name, title, pronoun.
3. Female/male roles: the occupational of female/male in textbook.
4. Female/male role models: female/women as role models. It's like public figure.
5. Pattern of mentioning female/male names: if there are two names in single phrase (e.g. john and celine) was counted
6. Activities of female/male: the kind of activities that done by female or male in textbook.