

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

The author analyzes this research data using descriptive qualitative methods and Critical Discourse Analysis (CDA) to understand and analyze the social values contained in the contents of the book in depth. The purpose of this study was to examine social values in high school textbooks published by Erlangga's curriculum evaluation edition in 2013. This study focused on images and text. a research technique for inferring the meaning of text or other material based on context.¹ In this case, content analysis is used to categorize text and images in textbooks into character building and social values based on their meaning.

The steps for analyzing text and images that contain social values are as follows: first, observe the data; second, collect data from textbooks by collecting and reviewing text (words and pictures); and third, collect data from textbooks by collecting and reading texts (words and pictures). The second step is to classify the text and images that have been found according to the classification of social values that have been conveyed, namely mutual help, kinship, caring, discipline, empathy, tolerance, and cooperation.

B. Research Setting

Object of the research is the object or phenomenon to be studied. Objects of the research can be objects, people, social events, or abstract concepts such as values and culture.² In this case the researcher uses an English textbook entitled "Pathway to English" for XII grade in this analysis. The textbooks studied were English textbooks for high school students published by Erlangga, This book is a series of English course books for senior high school students. It aims to provide a framework for teaching and learning English based on improved KI/KD Kurikulum 2013. this book allows learners to absorb the four skills, listening, speaking, reading and writing, which in turn helps them develop their insight competence. And the researcher analyzed documents, including photographs, collected data using a documentary approach to see how discourse on social values

¹ W Eb and Policy, *International Education in the DIgital UNiversity*, 42, no. 1 (2014): 9–12

² Creswell, J.W., & Creswell, J. D. (2018). *Research Design: Qualitative and Quantitative Approaches (5th Edition)*. Sage Publications.

is represented in English textbooks as a unit of study. The documentary process is a method of collecting data by collecting and analyzing both electronic and written materials such as books, newspapers, journals, survey data, and television programs.³ Although documents include text, text is much more than a list of words. In discourse analysis, texts often include pictures.

C. Research Subjects

Research subject is the object or subject to be studied. Research subjects can be humans, animals, inanimate objects or social phenomena to be studied. The selection of research subjects must be based on the research objectives and ethical and safety considerations in conducting research.⁴ The study's data came from high school English textbooks that were used in the teaching and learning process. It was developed using the 2013 Curriculum, which was launched in 2013 and has since been reinforced with a new edition, from the Indonesian Ministry of Education and Culture. In Indonesia, where English is a foreign language (EFL), this research was carried out. An English textbook by Erlangga called "Pathway to English" served as the research subject. For students in high school and higher, this book is part of a series of English course books. The purpose of this is to offer a framework for the teaching and learning of English based on the refined KI/KD of the 2013 Curriculum.

D. Instruments Data Collection Technique

Instrument data collection technique is a technique or tool used to collect data in a study. This instrument can be a questionnaire, interview, observation and documentation study.⁵ Data collection is a very important stage in any research. The process of collecting data needed for research is called data collection. Data is one aspect of analysis, meaning that the data used in research must be precise. The data collection technique used in this study is a documentation study. Researcher assessed many books, journals, records, and laws and regulations as part of this documentation review.

³ Nicholas Tapia-Fuselier and Jemimah L. Young, —Texas Community Colleges Respond to the Threatened End of DACA: A Document Analysis, *Community College Journal of Research and Practice* 43, no. 10–11 (2019): 807–11

⁴ Neuman, W. L. (2016). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education.

⁵ Punch, K.F. (2013). *Introduction to Social Research: Quantitative and Qualitative Methods*. Sage Publications.

The researcher chose social values in an English textbook entitled "pathway to English" published by Erlangga with the refined 2013 curriculum. The researcher then got a summary of the principles found in the textbook. Next, the researcher sorted and categorized the data into social values. the next step is to use the CDA further to analyze the data.

E. Data Analysis Technique

Data analysis is a method used to analyze data that has been collected before drawing conclusions. So that the writer can understand that data analysis is a process that someone goes through to select and sort out important data that will be examined to obtain conclusions. To draw a conclusion, it can be done by using data collection techniques from the sources analyzed. Analysis itself is the process of sorting data, compiling it into a pattern, and describing it. In this study, the analysis process started at the time of data collection. For every piece of data that has been collected, analysis is carried out in the form of understanding the data to get answers to research problems.

After the data was collected from textbooks and examined qualitatively using the CDA before being reported descriptively. This study uses CDA because it examines the importance of character education in EFL textbooks for high school students.

The CDA method or Critical Discourse Analysis is an analytical approach used to study the relationship between language, power and ideology in social and political discourse. This method aims to reveal how language is used to shape public opinion, strengthen the hegemony of certain groups, and create social injustice. In the CDA method, the researcher will conduct a critical analysis of the text by using a certain framework of understanding such as feminism or racism. Researchers will also highlight important elements such as sentence structure, choice of words and other rhetorical strategies that can be used as study material. In general, this approach is widely used in various fields of social science including gender studies, media studies and organizational studies because the method is flexible and can be applied in various contexts.⁶ CDA shows how a textbook reflects and builds a discourse on social reality related to the structure of social values. Researchers analyze and represent data when analyzing it. Explain context.

⁶ Wodak, R., & Meyer, M. (2013). *Methods of critical discourse analysis (2nd ed.)*. London: Sage Publications Ltd.

sharing stories, providing explanations, and developing plausible justifications are all part of interpretation. The researcher then provides a summary, analysis, and clarification of results.

The Critical Analysis (CDA) method is used to analyze textbooks in a particular context with the aim of understanding how the language and texts in the book reflect values, norms, and world views, in this case there are social values. The following are simple steps for carrying out a CDA analysis in this study⁷:

1. Determine the focus of the study: choose a particular topic or aspect of the textbook you want to analyze based on the context, in this case there is social value.
2. Identify of vocabulary and picture sentence structures in textbooks: analyzing how language and vocabulary and pictures are used in chapters related to the chosen topic, namely social values.
3. Interpret meanings: Interpret the meaning of linguistic aspects and images that have been previously identified by looking at the context, namely social values.
4. Deliver the results of the analysis: making conclusions from the results of the analysis by providing views on what has been studied and suggestions for improvement to increase students' critical values and social awareness in learning.

In conducting CDA analysis, it is important for researchers to consider the social and cultural factors that inform the use of language and the meanings in it. The results of the analysis using the CDA method in textbooks can help us be more sensitive to sensitive issues related to certain cultures or ideologies.⁸



⁷ Sumber: Fairclough, N. (2021). “*Critical discourse analysis of textbooks in context.*” In S. Sarangi & M. Martin- Jones (Eds.), *Handbook of Applied Linguistics and Language Education*, pp 1-15. Routledge

⁸ Sumber: Fairclough, N. (2021). “*Critical discourse analysis of textbooks in context.*” In S. Sarangi & M. Martin- Jones (Eds.), *Handbook of Applied Linguistics and Language Education*, pp 1-15. Routledge