

CHAPTER III RESEARCH METHODOLOGY

A. Research Method

The study carried out by the researcher is included in the type of library research, namely research whose object of study is literary data such as books, articles, notes, documents, magazines, journals, and newspapers.¹ This type of research is carried out by collecting, processing, and concluding data using certain techniques to get answers to existing research problems.²

The approach used by the researcher in this research is qualitative. As quoted in Siyoto, a qualitative approach is an approach that produces descriptive data in the form of sentences or writing.³ A qualitative approach is used to obtain deep meaning from data.⁴ Therefore, this approach will be suitable for this research which focuses on exploring the extent of cultural representation in EFL textbooks.

To examine cultural representations in textbooks, the researcher uses content analysis techniques. Content analysis is a technique that aims to obtain valid conclusions from text or other meaningful things according to the context of its use.⁵ In this research, refer to pictures, dialogues, reading passages, and simple sentences from the textbook *Bright an English Course for Junior High School students in Grade VII*.

¹ Mary George, *The Elements of Library Research: What Every Student Needs to Know, The Elements of Library Research*, 2008, <https://doi.org/10.1515/9781400830411>.

² Milya Sari and Asmendri Asmendri, "Penelitian Kepustakaan (Library Research) dalam Penelitian Pendidikan IPA," *Natural Science* 6, no. 1 (June 10, 2020): 41–53, <https://doi.org/10.15548/nsc.v6i1.1555>.

³ Sandu Siyoto, *Dasar Metodologi Penelitian*, 1st ed. (Yogyakarta: Literasi Media Publishing, 2015).

⁴ Sugiyono, *Metode Penelitian Kualitatif, Kuantitatif Dan R&D* (Bandung: ALFABETA, 2009).

⁵ Klaus Krippendorff, *Content Analysis: An Introduction to Its Methodology*, 2nd ed. (United States of America: SAGE Publications, Inc, 2004), <https://doi.org/10.4135/9781071878781>.

B. Research Subject

The subject of the research is the English textbook with the title *Bright an English for 7th grade*. This book is published by Erlangga publisher, one of the largest book publishers in Indonesia. The following is an explanation of the textbook that will be analyzed:

Title	: <i>Bright An English Course for Junior High School Student Grade VII</i>
Author	: Nur Zaida
Publisher	: Penerbit Erlangga
Year	: 2022
ISBN	: 978-623-266-625-2
Pages	: 157

Table 3.1: List of Chapters in the Textbook

Chapter 1	Nice to Meet You!
Chapter 2	It's Judy Spark!
Chapter 3	They're a New Band
Chapter 4	They are My Family
Chapter 5	I Hardly Ever Watch a TV
Chapter 6	Where's the Monument?
Chapter 7	They've Got Thick Eyebrows
Chapter 8	It is Delicious!

C. Data Source

Data sources are books, documents, and written materials that can provide information about the data.⁶ In qualitative research, data is usually in the form of text, images, photos, and stories, not in the form of calculated numbers. Research data sources are divided into two, namely:

- 1) Primary data, namely data collected by researchers directly from the data source.⁷ Primary data in this study was taken from *Bright an English textbook* for seventh grade. This book contains 8 chapters in 157 pages. This book was written by Nur Zaida and published by Erlangga publisher in 2022.

⁶ Sugiyono, *Metode Penelitian Kualitatif, Kuantitatif Dan R&D*.

⁷ Siyoto, *Dasar Metodologi Penelitian*.

- 2) Secondary data, namely data obtained by researchers from various existing sources.⁸ Secondary data is not obtained from research subjects but can be obtained from other sources.⁹ It could be said, secondary data is supporting data for primary data. In this research, secondary data was taken from previous Ka Ming Yuen's *The representation of foreign cultures in English textbooks*, Cortazzi and Jin's *Cultural mirrors: Materials and Method in EFL classroom*. In E. Hinkel, *Culture in The Second Language Teaching and Learning*, and *Capaian Pembelajaran Mata Pelajaran Bahasa Inggris Fase A – Fase F: Kurikulum Merdeka 2022*.

D. Instruments and Data Collection Technique

According to Sugiyono, the instrument in qualitative research is the researcher himself. As a research instrument, the researcher determines the research focus, determines the data source, collects data, assesses the quality of the data, analyzes the data, describes the data, and then makes research conclusions.¹⁰ The data collection technique used in this research is documentation, namely collecting and sorting documents according to the research objectives. Documents can be notes, books, papers, articles, journals, and so on.¹¹ In this research, documentation techniques were used to collect images, spoken text in dialogue, or simple sentences from reading passages from the *Bright an English* textbook.

E. Data Analysis Technique

Data analysis is the process of systematically searching for and compiling data that the author has collected.¹² As mentioned above, in carrying out data analysis

⁸ Siyoto.

⁹ Saifuddin Azwar, *Metode Penelitian* (Yogyakarta: Pustaka Pelajar, 1998).

¹⁰ Sugiyono, *Metode Penelitian Kualitatif, Kuantitatif Dan R&D*.

¹¹ ABDI MIRZAQON T., "Studi Kepustakaan Mengenai Landasan Teori Dan Praktik Konseling Expressive Writing," *Jurnal Mahasiswa Bimbingan Konseling UNESA* 8, no. 1 (2018).

¹² Umar Sidiq, *Metode Penelitian Kualitatif Di Bidang Pendidikan*, 1st ed. (Ponorogo: CV. Nata Karya, 2019).

the researcher used content analysis techniques. According to Krippendorff, there are 6 steps in content analysis research, namely unitizing, sampling, recording, or coding, reducing, inferring, and narrating.¹³ The explanation is as follows:

- 1) Unitizing, the process of collecting data to be analyzed. This process is carried out by reading all chapters (chapters 1-8) in Bright an English textbook for grade seven to look for cultural representations contained therein.
- 2) Sampling, namely simplifying research by limiting the data to be studied. The research will focus on pictures, dialogue, reading passages, and simple sentences in the Bright an English textbook.
- 3) Recording or Coding, is a recap of data that the researcher has collected, then categorized based on the focus of the problem being studied. In this research, data will be categorized based on cultural elements by Yuen and cultural categories by Cortazzi & Jin.

Table 3.2: coding of Cultural Elements by Yuen

Cultural Elements	Code
Product	P1
Practice	P2
Perspective	P3
Person	P4

- 4) Reducing is the process of connecting data collected so that data is obtained that is shorter, more concise, and clearer. In this research, chart will be presented to show the frequency of data in the cultural elements table and cultural categories table.
- 5) Inferring, namely a deeper analysis stage to find out the meaning, causes, references, and intentions of the data with the help of supporting theories. At this stage, the data is created in tabular form and presented with an explanation.
- 6) Narrating, namely the process of explaining research results. After obtaining data analysis, the data is then narrated to answer the research problem formulation and obtain conclusions.

¹³ Krippendorff, *Content Analysis: An Introduction to Its Methodology*.