

## CHAPTER 3

### RESEARCH PROCEDURES

#### 3.1 Method of the Research

This study examined the cultural material in English textbooks for tenth-grade students. In addition, this research used the qualitative method to answer the research question. Further, the researcher collected the data in words rather than numbers and analyzed complete narrative and visual data to get insights into a specific phenomenon. The writer gathered, examined, and interpreted data before describing it in this situation.

Hence, the writer uses content analysis to analyze this research entitled “Cultural Content And Peirce’s Semiotic Principles: An Analysis Representation of Culture Within Tenth-Grade English Textbook”.

#### 3.2 Focus of the Research

This study discovered the cultural types in the textbook using the cultural framework by Cortazzi and Jin (1999) cultural framework and by applying Charles Sanders Peirce's triadic theory to describe the interpretation of each sign's meaning or idea from the images containing cultural potential in the textbooks.

#### 3.3 Data and Source of Data

The data for this study was obtained from an English textbook for Tenth-grade (Senior High School/Vocational Senior High School/ Islamic Vocational High School) produced by the Ministry of Education and Culture based on the 2013 Curriculum revised edition in 2017. The textbook has 15 chapters and 220 pages. The data was collected from the book and accessed through the website (<https://repositori.kemdikbud.go.id/>).

This textbook was chosen for several reasons. The textbook has been used in almost any senior high school in Indonesia, provided by the Ministry of Education and Culture. In addition to being commonly employed in schools, this textbook was chosen because it likely contains various cultural content. After thoroughly reading the textbook, the visual images mostly illustrate one of the

cultural dimensions based on Moran (2001), which is the person that describes the specific community and culture's individual.

### 3.4 Technique of Collecting the Data

Data was gathered through content analysis. A research technique called content analysis involves categorizing and recording textual elements in a text to study them. Any written, graphic, or auditory material preserved for later reading, viewing, or listening is considered "text" in this sense (Coe & Scacco, 2017).

This research tool is a checklist table to record the number of cultures encountered in the section or chapter that contains images and texts (lyric songs, conversations, messages on posters, etc.).

Table 3.1. Research Instrument

Units/ Chapters	Cultural Categories			
	Source Cultures	Target cultures	International Cultures	Neutral Cultures
1				
2				
3				
4				
...				

### 3.5 Technique of Analyzing the Data

For analyzing the data, the researcher used the framework by Cortazzi and Jin (1999) to determine the types of cultures with the data, whether the data concludes in source culture, target culture, international, or neutral culture. The data table categorizes all cultural materials included in textbooks into four categories.

Table 3.2. Types of Cultural Categories in English Textbook

Types of Cultural Categories	Source Culture	Target Culture	International Culture	Neutral Culture	Total
Image					
Text					
Total Appearance					
Total in percentage	%	%	%	%	%

The most frequent occurrence was then identified by turning it into a percentage. To calculate the probability that each type of culture will be found in a particular area, the researcher used the following formula (Walizer & Wienir, 1978),

$$B: b / \text{tot} \times 100\%$$

Note: B : Percentage of occurrence of certain types of cultures

B : Frequency of occurrence of certain types of cultures

tot : Total frequencies of occurrence of certain types of culture

The data that has been categorized is then analyzed qualitatively using Charles Sanders Peirce's triadic sign theory to determine the cultural potential that can be described using the principles of semiotics, namely representamen, interpretant, and object.

### 3.6 Steps of the Research

This research will be conducted with the following stages:

Table 3.3. Steps of the Research

Steps	Description
<b>1. Categorizing the Data</b>	The researcher read all material in the textbook, classified visual images found in the textbook, and identified types of cultures based on Cortazzi and Jin (1999): source culture, target culture, international culture, and neutral culture.
<b>2. Calculating the data</b>	After determining the types of cultural categories, the researcher calculated them into percentages and interpreted them in the text.
<b>3. Selecting and analyzing the data</b>	Selected visual images and analyzed them using visual semiotic analysis and triadic sign theory to analyze implicit and explicit signs for the cultural content.
<b>4. Reporting the data</b>	After all of the steps above are conducted, the analyzed data will be interpreted before it is presented as the result of the study.

