

CHAPTER III

RESEARCH PROCEDURES

3.1 Method of the Research

This research constitutes a qualitative content analysis study, as the researcher examines the cultural content present in an English textbook for Junior High School. Drisko and Maschi (2016) define qualitative content analysis as a “systematic method for searching out and describing meaning within texts”. In this context, qualitative content analysis is chosen due to its capacity to uncover and describe new meanings, foster awareness and sensitivity, and enhance understanding pertaining to the posed research questions (Sheydayi & Dadashpoor, 2023).

3.2 Research Corpus

The data for the study are in the form of written texts and illustrations from the English language textbook used by teachers and students entitled *When English Rings a Bell* for seventh grade of junior highschool, written by Siti Wachindah, Asep Gunawan, Diyantari, and Yuli Rulani Khatimah with the total of eight chapters and published by The Ministry of Education and Culture of Indonesia in 2017. The data is collected by selecting the reading passages and illustrations available in Chapter I *How Are You* on page 15; Chapter II *It’s My Birthday* on pages 39, 46-47; Chapter III *I Love People Around Me* on pages 52-54, 59, 75; Chapter V *I Love My Town* on pages 109-110, 113, 116, 121; and Chapter VI *She’s So Nice* on pages 126, 139. The reason of researcher focus the analysis on these chapters and grades are: (1) English is formally introduced into the curriculum starting from Grade 7, and (2) the inclusion of images along with character descriptions, cultural values, behaviors, and artifacts plays a vital role in the textbook, as they communicate various interpretations.

3.3 Technique of Collecting the Data

In the course of this research, documentation serves as the primary instrument. Documents, in this context, refer to official letters or books that furnish information

about a subject or can be utilized as evidence. Creswell (2002, p.223) defines documents as "public and private records that qualitative researchers obtain about a site or participants in a study, and they can include newspapers, minutes of meetings, personal journals, and letters." In this study, documentation is systematically employed to analyze written texts and illustrations in an English language textbook used in Junior High School in Indonesia. The collected data from these documents are then utilized to address the research questions.

3.4 Technique of Analyzing the Data

In examining culture within language materials, this research employs Qualitative Content Analysis. The study utilizes Moran's (2001) four dimensions, namely products, practices, perspectives, and persons, to analyze how cultural elements are manifested in selected chapters of the "When English Rings a Bell" textbooks used in junior high schools in Indonesia. Chao (2011) as cited in Adi (2023), culture is defined as the evolving way of life of a group or community of persons, consisting of a shared set of practices associated with a shared set of products, build upon a shared set of perspectives on the world, and set within specific social context. Additionally, the study incorporates two culture categories proposed by Cortazzi and Jin (1999), source culture and target culture, to determine the cultural aspects present in the materials.

3.5 Steps of the Research

Methodologically, qualitative content analysis is applied in this research. Schreier (2012) outlined qualitative content analysis steps into:

1. Deciding on research question, the first step that the researcher did was searching for the phenomenon that occurred in the surroundings.
2. Selecting material
3. Building a Coding Frame, coding frame are constructed from classification that would most efficiently yield the data to answer the research question.

4. Dividing material into units of coding, after the coding frame is found, the materials is divided into coding units became the data and facilitates researcher for analyzing the data
5. Main Analysis, after obtaining the data the researcher will analyze the data in a qualitative content analysis method.
6. Interpreting and presenting findings, This is the last step of the research where the researcher presents the result or findings and makes a conclusion of the research and discussion.

3.6 Time and Place of the Research

This research is about investigating representation of cultural content in English Language textbook This research took a place in Tasikmalaya, West Java.

Table 3.6.1 Research Schedule

No	Description	2020	2021	2022		2023		
		Nov	Dec	Mar W1	Apr	Nov	Dec W2	Dec W3
1	Writing research proposal							
2	Research proposal examination							
3	Collecting data							
4	Analyzing data							
5	Writing research report							
6	Comprehensive examination							
6	Thesis examination							