CHAPTER III

RESEARCH PROCEDURES

A. Research Method

The research method of this study used SF-MDA (Systemic Functional–Multimodal Discourse Analysis) as a method to unveil the representational meaning in Junior High School ELT textbooks, it is the most reliable method to analyze both of the data whether visual using MDA and verbal using SF. O'Halloran (2008) stated MDA involves developing theoretical and practical approaches for analyzing written, printed and electronic texts, three-dimensional sites and other realms of activity where semiotic resources (e.g. spoken and written language, visual imagery, mathematical symbolism, sculpture, architecture, gesture, and other physiological modes) it can be combined to make meaning. Therefore, SF also used to analyze verbal data in textbooks. In other words, the theory of SF is well be suited to afford theoretical tools for MDA because, first and foremost, it is a social semiotic theory where the meaning is seen to be context-dependent (Halliday, 1978). That is an appropriate method for this research.

B. Data Collection

Document analysis was chosen as a method for collecting data in this study, and related to procedures of collecting the data. Same with the other methods in qualitative research, document analysis involves the data being examined and interpreted to obtain meaning, gain understanding, and develop knowledge for researchers. It was a systematic procedure for reviewing and evaluating both printed and electronic material (Bowen, 2009). In this study, textbook, "When English Rings a Bell" was selected for a more thorough analysis based on the following criteria:

1. The textbook is used nationally for grade 8 students, and this textbook is published by the Ministry of Education and Culture.

2. This book was written based on the 2013 Curriculum guidelines that stipulates the inclusion of character education and the other points of competences (skill, knowledge, and English ability) in the English curriculum.

3. This book was written by a team from the Ministry of Education and Culture.

This research has a several steps in collecting the data before investigating the textbook, as follows: First, selecting Indonesian EFL textbook for secondary educational level students, after the textbook was chosen the textbook for grade 8th of Junior High School "when English rings a bell" subdivided to six chapters and each chapter has a different theme. Second, researcher choose the chapters from the textbooks which focus on representational meaning are portrayed linguistically and visually in Indonesian ELT textbooks for secondary education level. Third, identifying textbooks through the meaning of representation multimodal discourse analysis using SF-MDA framework.

C. Data Analysis

After collected, selected, and reduced, the data were analyzed. The data were analyzed in scope of transitivity analysis in relevance to systemic functional linguistics and MDA (Multimodal Discoruse analysis). First, the verbal feature data analyzed using transitivity analysis and this research was conducted following steps below:

1. Identifying the English texts related to the visual feature on the cover chapters.

2. The data were classified and analyzed using the transitivity system.

3. After the process types, participant functions, and circumstantial elements in the data were identified.

4. The calculation was related to linguistics and language, which referred to coherence between written texts with the visual feature displayed.

Second, the visual feature data analyzed using multimodal discourse analysis MDA, specifically visual social semiotic by Kress and Van Leeuwen focuses to the representational meaning and in this research was conducted following steps below:

1. Selecting images on the cover chapters.

2. The data classified and analyzed using MDA (multimodal discourse analysis).

3. The data identified using the internal relations of visual images divided into two patterns: narrative process and conceptual process.

4. Then, in the following discussion are divided into two kinds, namely, represented participants (people, things and places depicted in an image) and interactive participants (people who communicate with each other through images including image producers and viewers).

5. The calculation related to visual, which referred to the relationship between verbal texts which have been analyzed before.

Therefore, after identifying written text and visual features contained in an ELT textbook. The researcher tried to interpret in the mode of discussion and findings from the frequency of occurrence, to get deeper understanding by getting meaning from the Process types.

D. Research Schedule

Table 2.1 Research Schedule

No	Activities	Oct 19	Feb 20	Apr 20	June 20	Aug 20	Feb 21	June 22	June 28
1	Research Proposal Writing	■	■						
2	Research Proposal Examination			■					
3	Data Collection				■	■			
4	Data Analysis					■	■		
5	Writing Conclusions and Report The Data						■	■	■
6	Final Thesis Examination								■