

**A VISUAL SEMIOTIC ANALYSIS OF AN INDONESIAN
ENGLISH TEXTBOOK ON MULTICULTURAL
VALUES**

**By
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**ANTASARI STATE ISLAMIC UNIVERSITY
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**A VISUAL SEMIOTIC ANALYSIS OF AN INDONESIAN ENGLISH
TEXTBOOK ON MULTICULTURAL
VALUES**

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Presented to
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by

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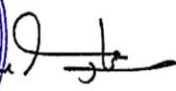
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STATEMENT OF AUTHENTICITY

I, the undersigned, Khalisah, declare that this undergraduate thesis is my original work, gathered and utilized specially to fulfill the purposes and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes. I also declare that the publications cited in this work have been properly acknowledged. If someday, it is proven otherwise, I understand that my degree will be revoked.

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ABSTRACT

Khalisah. 2022. A Visual Semiotic Analysis of an Indonesian English Textbook on Multicultural Values. Thesis. English Education Department, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic University. Advisors: (I) Dr. Hj. Nida Mufidah, M. Pd (II) Siti Muflichah, M. Ag., M. Ed., Ph. D.

Keywords: Visual Semiotic, Visual Artifacts, Cultural Categories, EFL Textbook

This study was aimed to analyze types of cultural categories and cultural meaning based on visual semiotic of an EFL textbook entitled “*Bahasa Inggris Think Globally Act Locally for Grade Nine (English for Junior High School/Islamic Junior High School)* published by the Ministry of Education and Culture of the Republic Indonesia.

This study was aimed to analyze types of cultural categories and cultural meaning based on visual semiotic based on categorization proposed Cortazzi and Jin (1999) to determine the types of cultural categories, and while to reveal the cultural meaning, the researcher used visual semiotic theory of Roland Barthes (1977) that has two layers in visual semiotic: denotation and connotation, this study used both layer to analyzed the multicultural values represented in Junior High School through visual artifacts in the textbook. This study used qualitative research especially content analysis and this study got main data from library research.

The result of this study showed that 15 out of 52 images provided in *Bahasa Inggris Think Globally Act Locally* represent multicultural values in visual semiotic analysis. Those multicultural values are ROPT (respecting other people’s traditions), AOPP (appreciating other people’s perspectives), AOPCP (appreciating other people’s cultural products), and AWER (appreciating women’s equal rights). *Bahasa Inggris Think Globally Act Locally* dominantly presented through Source culture compared to Target culture, International Culture and Neutral culture and most represented in form of folktales from Indonesia (*Sangkuriang*), cloth (*Ulos*), tools (*Angklung, Noken, Payung Geulis*) and in form of Indonesian names of Place (Batak, Sumatera, Jepara and Bali, etc). These insights gave students opportunities to enhance their intercultural communication competence (ICC) by appreciating cultural diversity and respect different culture around them.

ABSTRAK

Khalisah. 2022. *A Visual Semiotic Analysis of an Indonesian English Textbook on Multicultural Values*. Skripsi. Jurusan Tadris Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, UIN Antasari Banjarmasin. Dosen Pembimbing: (I) Dr. Hj. Nida Mufidah, M.Pd (II) Siti Muflichah, M.Ag., M.Ed., Ph. D.

Kata kunci: Semiotika Visual, *Visual Artifacts*, Kategori Budaya, Buku Teks EFL.

Penelitian ini bertujuan untuk menganalisis jenis kategori budaya dan makna budaya berdasarkan semiotik visual dari buku teks EFL yang berjudul “*Bahasa Inggris Think Globally Act Locally* kelas 9 (Bahasa Inggris untuk SMP/MTs) yang diterbitkan oleh Kementerian Pendidikan dan Kebudayaan Republik Indonesia.

Penelitian ini bertujuan untuk menganalisis jenis kategori budaya dan makna budaya berdasarkan semiotika visual berdasarkan kategorisasi yang dikemukakan Cortazzi dan Jin (1999) untuk menentukan jenis kategori budaya, Sedangkan untuk mengetahui makna budaya, peneliti menggunakan teori semiotika visual dari Roland Barthes (1977) yang memiliki dua jenis dalam semiotika visual: denotasi dan konotasi, penelitian ini menggunakan kedua jenis tersebut untuk menganalisis nilai-nilai multikultural yang direpresentasikan di dalam buku teks SMP melalui *visual artifacts*. Penelitian ini menggunakan penelitian kualitatif khususnya analisis isi dan penelitian ini memperoleh data utama dari studi kepustakaan.

Hasil penelitian ini menunjukkan bahwa 15 dari 52 gambar yang disajikan dalam buku Bahasa Inggris *Think Globally Act Locally* mewakili nilai-nilai multikultural dalam analisis semiotika visual. Nilai-nilai multikultural tersebut adalah ROPT (menghormati tradisi orang lain), AOPP (menghargai sudut pandang orang lain), AOPCP (menghargai produk budaya orang lain) dan AWER (menghargai persamaan hak perempuan). Bahasa Inggris *Think Globally Act Locally* dominan disajikan melalui budaya lokal dibandingkan budaya target, budaya Internasional dan budaya netral dan lebih sering dimunculkan dalam bentuk cerita daerah dari Indonesia (Sangkuriang) Pakaian (*Ulos*), alat-alat (*Angklung, Noken, Payung Geulis*), dan dalam bentuk tempat yang ada di Indonesia (Batak, Sumatera, Jepara and Bali, dan sebagainya). Wawasan ini memberikan kesempatan kepada siswa untuk meningkatkan kompetensi komunikasi antar budaya (ICC) dengan menghargai keragaman budaya serta menghomati perbedaan budaya disekitar mereka.

MOTTO

“Whatever you are, be a good person”

(Alhamdulillah for everything I have)

DEDICATION

I dedicate this thesis for:

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Finally, the writer hopes that this research will be useful for the next researcher. The writer admits that this research is not perfect yet. Therefore, suggestions will be expected to make it better.

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19th July 2022 A.D

Khalisah

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