

CHAPTER III

RESEARCH METHOD

A. Research Design

The kind of research is qualitative research which uses content analysis as the method of the research. The content analysis is used in many fields such as literature, history, journalism, political science, education, and psychology. In this research, the writer gathers and analyzes the content of the text. The text is anything written, visual, or spoken that serves as a medium for communication. It includes books, newspaper or magazine articles, advertisements, speeches, official documents, films or videotapes, musical lyrics, and photographs.

Krippendorff (2004) defined content analysis is a research technique for making replicable and valid inferences from the text (or other meaningful matter) to contexts of their use. Therefore, this method is used to analyze the content of the English textbook "Pathway to English for SMA/MA Grade X", specifically content analysis which has the purpose to describe the object of the research. On the other hand, content analysis used to analyze the particular items in the context. Furthermore, the result of the research reported as descriptive.

B. Subject and object of the study

1. Subject of the study

The subject of this study is a textbook entitled “Pathway to English for SMA/MA Grade X”. The book was written by Theresia Melania Sudarwati and Eudia Grace was published by Erlangga in 2016. The textbook has 208 pages with ten chapters. It has variation contents such as listening, speaking, reading, and writing. The other content is exercises for students comprehension based on skills. The cultural awareness to develop sights of students is the other one. Self-reflection for the students in every chapter. In addition, summary in every chapter is for the simple explanation about the material in the chapter. The textbook was chosen because of the implementation of 2013 curriculum.

2. Object of the study

The object of the study is gender stereotypes in the English textbook entitled "Pathway to English for SMA/MA Grade X" in visual and written text.

C. Data and source of data

The data in this research are gender stereotypes are presented in the English textbook entitled “Pathway to English for SMA/MA Grade X” in visual and written including personal traits, social roles (occupations), and behaviors.

D. Technique of Data Collection

The data were collected by using document analysis. The technique was used to describe written or text-based artifacts such as textbooks, newspapers, journals, etc. In this research, the content of the English textbook "Pathway to English for SMA/MA Grade X" was analyzed including pictures, and text. The authors of the textbook are Th. M. Sudarwati and Eudia Grace. It is published by Erlangga in 2016 based on the 2013 curriculum. In collection data, the researcher took the following steps, as follows:

First, the researcher reads the material from each chapter of the textbook "Pathway to English for SMA/MA Grade X". Then, the researcher identifies the texts and the illustrations are presented in the textbook carefully by reading and paying attention to each page which are relating to the research question, including pictures and texts. Furthermore, the researcher classifies the data obtained and then analyzes it.

E. Data Analysis

After collecting the data, the researcher used some steps to analyze data followed the content analysis procedure proposed by Miles and Huberman (1992), they are :

1. Data reduction

In this stage, the researcher has summarized, selected the main

things, focused on the important things that were in accordance with research problems there are gender stereotypes found in visual and written texts in the textbook. Furthermore, the researcher looked for the themes or categorized it based on the theory used from Lips (2003) about the components of gender stereotypes and then pattern it. So that researcher can find the data clearly to collect further data.

2. Data display

After reducing the data obtained, the researcher presents the data in the form of a table accompanied by a description of the data obtained and their relations to the categories that have been set. Through the presentation of the data, the data can be organized and arranged in a relation patterns so that it can be understood.

3. Conclusion drawing or verification

In this stage, interpretation and inference results were done based on the categories that have been obtained during the study. Knowledge of the context of the data strongly influenced the success in making inferences.