CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology used in the present study. It describes the research design, the data collection and the data analysis of the study.

3.1 Reserch Design

The present study is descriptive qualitative because the present study focuses on description and interpretation of data (Creswell, 2009). The study conducted textual analysis and semi structured interview. The textual analysis was utilized to answer research question number one. The data were taken from the dialogues in a textbook for university students. The semi structured interview was conducted to one of the author of the textbook. It was intended to confirm the factor that influence the representation of gender in the textbook. It was conducted to complete the answer of research question number two.

3.2 Data Collection

The data was textual data taken from a textbook for university students. The data were collected to see gender representation appeared in the textbook. The texts which included male and female participants were collected for the data. Textbook used in this study is *Speaking for General Communication* by Hermawan and Setyorini (2008), a local English speaking textbook for university students in Indonesia. It consists of fourteen chapters but only seven chapters were used for the data because only those chapters contain dialogues and narratives. The present study focused in the textual data. Thus, pictures in the textbook were not taken into consideration in the analysis. The second data were collected from the speculation of the finding. An

open-ended interview to the author was conducted to find the factor of the representation proportion.

3.2.1 Categorization of Participants

In the process of categorizing the participants, four categories were used namely: (1) male, (2) female, and (3) mixed gender. Male is for the participant that refers to male characters. It can be realized by the use of *'he'* pronoun or proper name like *David, Yusuf, Mr Harris,* etc. Female category is for female characters such as *Rani, Nissa,* etc; as well as pronoun *'she'*.

Mixed gender is category for participant that refer to both male and female characters. It may be realized by the use of proper name *'Nissa and Johan'* and the use of pronoun *'we', 'they'* in which preceding information that refer male and female were provided.

3.3 Data Analysis

The present study is aimed to reveal gender representation in textbook by using discursive approach.Van Leeuwen (2008) method of analysis was utilized to investigate the representation. Each clause of the data was classified using Van Leeuwen's categories of social actor. The social actors were firstly analyzed in terms of their inclusion and exclusion in the text. The process of exclusion involves the process of suppression and backgrounding.

The inclusion process involves the process of activation and passivation. The activation and passivation processes can be in the forms of participation: the social actor the participant involved in the action. They can also be in the form of circumstance of the action, as well as possessivation. The social actors were also

classified according to whether they were represented as human, which is labeled as personalization, or non-human, called impersonalization.

The following tables provide the examples of exclusion and inclusion analysis. In the inclusion analysis, the alphabets represent the class of the categories, namely:

A=activation-participation-personalization
B=activation-participation-impersonalization
C=activation-circumstantialization-personalization
D=activation-circumstantialization-impersonalization
E=activation-possessivation-personalization
F=activation-possessivation-impersonalization
G=passivation-participation-personalization
H=passivation-participation-impersonalization
I=passivation-circumstantialization-personalization
J=passivation-circumstantialization-impersonalization
K=passivation-possessivation-personalization
L=passivation-possessivation-impersonalization

Table 3.1 Example of the inclusion analysis of the social actors

No	Sentences	Representation categories												Gender indication			Participant
		A	B	C	D	E	F	G	H	I	J	K	L	M	F	Mix	
1	And I am just celebrating it with <u>my closest friends</u>			V												V	Accompaniment
2	<u>We</u> stayed in Jakarta for three days	V														V	Actor
3	That was really new for <u>me</u>.							V						V			Beneficiary

Table 3.2 Examples of the exclusion analysis of the social actors

No	Sentences	Suppresion	Background	Gender			Participant
				M	F	Mix	
1	They are in his campus <u>to learn</u> Bahasa Indonesia.		V			V	Actor
2	And I am here <u>to welcome</u>		V	V			Actor

and give you a campus tour.

The data were then counted to see the form of representation attached to male and female gender. To answer research question number two, a semi structured interview to the author of the textbook was conducted. An interview protocol was used as a guide in conducting the interview (see appendix c).