

Abstract

This research was aimed at investigating gender representation illustrated in one of *Buku Sekolah Elektronik/BSE* (electronic school book). *English in Focus for Grade VII* as one of *BSE* was chosen as the subject of the research. Moreover, the analysis of the data used a qualitative descriptive method by applying theory of visual analysis proposed by Kress and van Leeuwen (2006) to make meaning of the illustrations. The analysis covered the perspective of narrative representation, interaction and representation, and the meaning of composition. The result revealed that the illustrations displayed a series of actions among the represented participants. It discovered that the illustrations portrayed a social familiar relationship and were functioned to offer information to the book's viewers. Particularly, the position of the represented participants was displayed to fulfill the balanced position since both females and males were not conveyed in different composition. From the perspective of gender stereotype, the illustrations showed stereotyped occupations in which some illustrations only captured particular gender for certain roles and physical appearances, such as a female working in the kitchen and a short haircut for males.

Keywords: Gender representation, visual analysis, *BSE*.

Abstrak

Skripsi ini bertujuan untuk menginvestigasi representasi *gender* yang diilustrasikan dalam salah satu Buku Sekolah Elektronik (BSE). *English in Focus for Grade VII* dipilih sebagai subjek penelitian. Lebih jauh lagi, analisis data dalam penelitian ini menggunakan metode kualitatif deskriptif dengan mengaplikasikan teori analisis visual merujuk kepada Kress dan van Leeuwen (2006). Analisis data tersebut meliputi *narrative representation, interaction and representation, and the meaning of composition*. Hasil analisis data menunjukkan bahwa ilustrasi-ilustrasi dalam BSE menampilkan serangkaian aksi diantara partisipan. Selain itu ilustrasi-ilustrasi tersebut juga menggambarkan keakraban hubungan sosial diantara para partisipan dan difungsikan untuk memberikan informasi kepada para pembaca. Lebih khusus lagi, posisi para partisipan menunjukkan komposisi proporsional tanpa ada ketimpangan posisi antara pria dan wanita. Dilihat dari kacamata *gender stereotype*, ilustrasi-ilustrasi dalam BSE menampilkan *stereotype* dalam profesi dan tampilan fisik, contohnya seorang wanita yang bekerja di dapur dan potongan rambut pendek untuk pria.

Kata kunci: Representasi *gender*, analisis visual, BSE.