CHAPTER 3

RESEARCH METHODOLOGY

3.1 Statement of the Problem

The study is raised toward answering the following question;

3.1.1 How is local wisdom represented in the pictures contained in English textbooks for primary school?

3.2 Subject and Context of the study

The study investigates only how local wisdom is represented in the pictures contained in selected English textbooks for seventh grade of primary school. The selected textbooks are the ones that have been assessed by some eligible experts of textbook material development, adopted the revised curriculum, KTSP, and having the national standard, BSE.

3.3 Method of Study

The Method uses descriptive analysis which is qualitative in nature. The study investigates and describes the occurrences in the form of local wisdom is represented in pictures contained in English textbooks for primary school grade seventh.

3.4 Data Collection

The data of the study are in form of pictures contained in English textbooks for primary school which are chosen intentionally to answer the formulated research question. The data are collected from three English textbooks used in primary school in Bandung that are intended to seventh grade. The selected textbooks are the ones that have been assessed by some eligible
experts of textbook material development, adopted the revised curriculum, KTSP, and having the national standard, BSE. The textbooks have been selected because they are accessible, eligible and currently used in primary school in Bandung. In addition, the textbooks examined are the ones intended for seventh grade of primary school because at the age of 12 children are expected to be able to interpret such visual texts (Afriani, 2011). The textbooks investigated in this study are:

- **English in Focus for Grade VII Junior High School (SMP/MTs)**
  - **Author**: Artono Wardiman, Masduki B. Jahur, M. Sukirman Djsusma.
  - **Publisher**: Pusat Perbukuan Departemen Pendidikan Nasional
  - **Year**: 2008

- **SCAFFOLDING English for Junior High School Students Grade VII**
  - **Author**: Joko Priyana, Riandi, Anita P. Mumpuni
  - **Publisher**: Pusat Perbukuan Departemen Pendidikan Nasional
  - **Year**: 2008

- **Let’s Talk Descriptive Narrative Recount Grade VII**
  - **Author**: Joko Siswanto, Yuniarti Dwi Arini, Wasi Dewanto
  - **Publisher**: Pakar Raya
  - **Year**: 2005

### 3.5 Data Analysis

The collected data are then investigated by using visual grammar framework as proposed by Kress and Van Leeuwen (2006), and supported by theory about culture proposed by Adousku, Britten and Fahsi (1990). In accomplishing this study a number of steps are taken:
1. Selecting English, textbooks for seventh grade of primary school currently used in Bandung as the course material.

2. Picking pictures enclosed in the seventh English textbooks published by different publishers.

3. Sorting pictures into a number of themes which are family value, teacher-student interaction, and students’ interaction.

4. Examining the pictures by using visual grammar framework and culture theories.

5. Drawing conclusions and suggestions for further study.

3.6 Data Presentation

The data that has been collected are then presented in table 3.1 as the following;

![Picture 1. Theme; Family Value](image)

(Taken from English in Focus for Grade VII Junior High School (SMP/MTs), published by Pusat Perbukuan Departemen Pendidikan Nasional 2008)

Table 3.1
An example of Data Analysis

<table>
<thead>
<tr>
<th>No.</th>
<th>Image Description</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A boy in casual shirt and pant is in the living room with his Mom. He is going to take a cake from his mother</td>
<td>The picture is accompanied by words assisting the information depicted by represented participants. The represented participants do not look at the viewer, no contact is made. The absence of the gaze indicates an offer. It can be seen clearly that the picture really lacks of color. The picture is only in two-tone color. There may be several considerations about how the picture is made into this color mode. The drafter might simply want to make it like that or it is because of economical considerations. However, there is no definite reason why the picture is made in two-tone color. One thing for sure, according to Kress and van Leeuwen (2006), the lack of color makes the pictures less characterized because the level of modality is certainly low. The picture takes place in a room which is probably a dining room. The mother is carrying a cake and about to give it to her son. The presence of the table and chair actually becomes a quite significant object in this picture. A table and kitchen is habitually placed in the dining room by most Indonesians. It can be concluded that the table and chair as an attribute in the picture illustrates the effort of preserving local wisdom. The mother is considerably the most salient in the composition. She forms the largest element in the picture.</td>
</tr>
</tbody>
</table>
In the meantime the boy is a subordinate object in the picture. The mother is looking directly at her son, while her son is looking respectfully at his mother is the respected figure. It practically represents the relations of Indonesian family.