

**CULTURAL CONTENT ANALYSIS OF AN ENGLISH TEXTBOOK  
ENTITLED “*WHEN ENGLISH RINGS A BELL*”  
FOR EIGHTH GRADE STUDENTS OF JUNIOR HIGH SCHOOL  
A THESIS**

**In Partial Fulfillment of the Requirements for**

***Sarjana Pendidikan* Degree**

**in English Language Teaching**



**Gideon Kriswidyantara**

1213015024

**ENGLISH EDUCATION STUDY PROGRAM  
FACULTY OF TEACHER TRAINING AND EDUCATION  
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA**

**2019**

## SURAT PERNYATAAN

Bersama ini saya:

Nama : Gideon Kriswidyantara

Nomor Pokok : 1213015024

Program Studi : Pendidikan Bahasa dan Seni

Jurusan : Pendidikan Bahasa Inggris

Fakultas : Keguruan dan Ilmu Pendidikan Unika Widya Mandala Surabaya

Menyatakan dengan sesungguhnya bahwa skripsi saya yang berjudul:  
Cultural Content Analysis of an English Textbook entitled  
"When English Rings a Bell" for Eighth Grade Students of  
Junior High School

benar-benar merupakan hasil karya saya sendiri. Apabila skripsi ini ternyata merupakan hasil plagiarisme, maka saya bersedia menerima sanksi berupa pembatalan kelulusan dan/atau pencabutan gelar yang telah saya peroleh.

Demikianlah surat pernyataan ini saya buat dengan sesungguhnya dan dengan penuh kesadaran.

Surabaya, 09 Desember 2019

Yang membuat pernyataan,

M.   


Gideon K.

Mengetahui:

Dosen Pembimbing I/Tunggal,

  
Dr. B. Budi yono, M.Pd.

Dosen Pembimbing II,

## SURAT PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH

Demi Perkembangan Ilmu Pengetahuan, saya sebagai mahasiswa Universitas Katolik Widya Mandala Surabaya:

Nama Mahasiswa : Gideon Kriswidyantara  
Nomor Pokok : 1213015024  
Program Studi Pendidikan : Bahasa Inggris  
Jurusan : Pendidikan Bahasa & Seni  
Fakultas : Keguruan dan Ilmu Pendidikan  
Tanggal Lulus : 18 Desember 2019

Dengan ini SETUJU / ~~TIDAK SETUJU~~ Skripsi atau Karya Ilmiah saya,

Judul :

Cultural Content Analysis of an English Textbook  
entitled "When English Rings a Bell" for Eighth Grade  
Students of Junior High School

Untuk dipublikasikan/ditampilkan di Internet atau media lain (Digital Library Perpustakaan Universitas Katolik Widya Mandala Surabaya) untuk kepentingan akademik sebatas sesuai undang-undang Hak Cipta yang berlaku.

Demikian surat pernyataan SETUJU / ~~TIDAK SETUJU~~ publikasi Karya Ilmiah ini saya buat dengan sebenarnya

Surabaya, 27-01-2020  
Yang menyatakan,



Gideon K.  
NRP. 1213015024

**APPROVAL SHEET**

(i)

This thesis entitled **Cultural Content Analysis of an English Textbook entitled “*When English Rings a Bell*” for Eighth Grade Students of Junior High School** prepared and submitted by Gideon Kriswidyantara (1213015024) has been approved to be examined by the Board of Examiners.



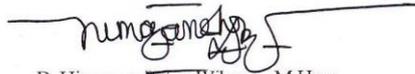
Dr. B. Budiyono, M.Pd.

Thesis Advisor

APPROVAL SHEET

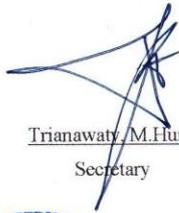
(II)

This thesis entitled **Cultural Content Analysis of an English Textbook entitled “When English Rings a Bell” for Eighth Grade Students of Junior High School** prepared and submitted by Gideon Kriswidyantara (1213015024) has been examined and declared **PASSED** by the Board of Examiners.



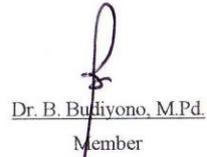
B. Himawan Setvo Wibowo, M.Hum

Chairperson



Trianawaty, M.Hum.

Secretary



Dr. B. Budiyono, M.Pd.

Member



Dr. Y. Liluk Pribowo, M.Pd.

Dean of Faculty of Teacher  
Training and Education



Hadya Widiyanti Winarlim, M.Sc.

Head of English Department

## ACKNOWLEDGEMENT

First of all, the writer wants to express his gratitude to God for His countless blessings and guidance during the entire process in completing thesis for *Sarjana Pendidikan* degree.

Then, the writer also would like to express his gratitude towards people who helped and supported him during the process of writing thesis.

1. Dr. Bartholomeus Budiyo, M.Pd, as the writer's thesis advisor, who had given him full support, attention, and guidance for the writer in finishing his thesis.
2. Trianawaty M.Hum, and Drs. B. Himawan Setyo Wibowo, M.Hum, as the writer's examiners, who provide useful feedbacks and comments for the writer's thesis.
3. The writer's family who had never stopped praying and giving an unending support for the writer to completing his thesis.
4. Andreas Jeffrey Jaya, S.Pd, Jeremy Budi Prayogo, S.Pd, Yonatan Alexander, S.Pd, Yohanes Pratama Mukti, S.Pd, Zakharia Oktavianus, Esther Valencia, as the writer's close friends who helped and given full support to him.
5. All the writer's friends from Widya Mandala Catholic University, especially from batch 2015 who shared helpful knowledge and always gives motivation in writing thesis.

Gideon Kriswidyantara

## TABLE OF CONTENTS

<b>TITLE PAGE</b> .....	i
<b>SURAT PERNYATAAN</b> .....	ii
<b>LEMBAR PERSETUJUAN PUBLIKASI KARYA ILMIAH</b> .....	iii
<b>APPROVAL SHEET (I)</b> .....	iv
<b>APPROVAL SHEET (II)</b> .....	v
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>TABLE OF CONTENTS</b> .....	vii
<b>LIST OF TABLES</b> .....	ix
<b>LIST OF PICTURES</b> .....	x
<b>LIST OF APPENDICES</b> .....	xi
<b>ABSTRACT</b> .....	xii
<b>CHAPTER I: INTRODUCTION</b>	
1.1 Background of the Study.....	1
1.2 Research Questions.....	4
1.3 Objectives of the Study.....	5
1.4 Theoretical Framework.....	5
1.5 Significance of the Study.....	6
1.6 Scope and Limitations.....	6
1.7 Definition of Key-Terms.....	7

## **CHAPTER II: REVIEW OF RELATED LITERATURE**

2.1 The Understanding of Culture.....	9
2.2 The Understanding of Culture and English Language Teaching (ELT)...	11
2.3 The Important Role of Textbook in ELT.....	13
2.4 Cultural Content in the Textbook.....	14
2.5 Previous Study.....	19

## **CHAPTER III: RESEARCH METHOD**

3.1 Material Data of Analysis.....	23
3.2 Research Design.....	24
3.3 Instrument.....	25
3.4 Data Collection.....	26
3.5 Data Analysis Technique.....	27

## **CHAPTER IV: RESEARCH FINDINGS & DISCUSSIONS**

4.1 Findings.....	28
4.1.1 Bahasa Inggris: <i>When English Rings a Bell</i> for Grade VIII.....	28
4.1.1.1 What cultures the textbook <i>When English Rings a Bell</i> for Grade VIII represents.....	30
4.1.1.2 How the cultures are represented in the textbook <i>When English Rings a Bell</i> for Grade VIII.....	37
4.2 Discussion.....	45

## **CHAPTER V: CONCLUSION & SUGGESTIONS**

5.1 Conclusion.....	47
5.2 Suggestions.....	49

<b>REFERENCES</b> .....	50
-------------------------	----

<b>APPENDICES</b> .....	55
-------------------------	----

## **LIST OF TABLES**

TABLE 3.1: Textbook Detailed Information.....	23
TABLE 3.2: Instrument Checklist from Cortazzi and Jin (1999).....	25
TABLE 3.3: Instrument Checklist from Adaskou, Britten, and Fahsi (1990)....	26
TABLE 4.1.1: List of Chapters, Topics, and Text Structure.....	29
TABLE 4.1.1.1: List of Phrases based on Culture Types.....	35
TABLE 4.1.1.2.1: Frequency of Cultural Senses.....	37
TABLE 4.1.1.2.2: List of Statements based on Cultural Senses.....	43

## **LIST OF PICTURES**

PICTURE 4.1: Source Culture (SC).....	32
PICTURE 4.2: Target Culture (TC).....	33
PICTURE 4.3: International Culture (IC).....	34
PICTURE 4.4: Pragmatic Sense.....	39
PICTURE 4.5: Semantic Sense.....	40
PICTURE 4.6: Sociological Sense.....	41
PICTURE 4.7: Aesthetic Sense.....	42

## **LIST OF APPENDICES**

TABLE 3.1.....	55
TABLE 3.2.....	55
TABLE 3.3.....	56
TABLE 4.1.1.....	56
TABLE 4.1.1.1.....	57
TABLE 4.1.1.2.1.....	59
TABLE 4.1.1.2.2.....	60
PICTURE 1.....	62
PICTURE 2.....	63
PICTURE 3.....	64
PICTURE 4.....	65
PICTURE 5.....	66
PICTURE 6.....	66

## ABSTRACT

Kriswidyantara, Gideon. 2019. **Cultural Content Analysis of an English Textbook entitled “*When English Rings a Bell*” for Eighth Grade Students of Junior High School**. English Department of Faculty of Teacher Training and Education, Widya Mandala Catholic University Surabaya.

Advisor: Dr. Bartholomeus Budiyo M.Pd

Keywords: Content analysis, Culture, English, Textbook

Textbooks has become one of many materials which constantly used in teaching and learning activities. It helps to assist both students and teachers to developing clear concepts of subject matter. Because of it, textbook is an almost universal element in teaching and learning activities.

Meanwhile, the main reason that motivates the writer to analyze this textbook (cultural content) is to make students have a clear understanding about their own culture and other cultures. The writer intends to analyze in order to know what and how each cultures are represents within this textbook.

This study was aimed at analyzing the cultural content of an English textbook for eighth grade students of junior high school. This study used descriptive qualitative method in analyzing this textbook (cultural content). An English textbook namely *When English Rings a Bell* was chosen as the subject of the study. Content analysis was employed by using checklist formats. Theories of culture by Martin Cortazzi and Lixian Jin (1995) about cultural types and from Adaskou, Britten, and Fahsi (1990) about cultural senses were used to develop the checklists.

The analyzed textbook has revealed some findings. First, in terms of cultural types, this textbook entitled *When English Rings a Bell* mostly represents Source culture (26%) rather than Target culture (16%) and International culture (2%). Then, in terms of cultural senses, this textbook entitled *When English Rings a Bell* dominantly represents Pragmatic sense compared to other three cultural senses: Aesthetic sense, Semantic sense, and Sociological sense.

Here the writer concluded that there was an unbalanced amount of cultural types and cultural senses. As a result, the writer suggests that English textbook authors should present the cultural types and cultural senses in an equal amount.