

STATEMENT OF ORIGINALITY

Herewith I declare that the research paper I wrote as partial fulfillment of the requirements for the Sarjana degree and submitted to the English Education Department, the Faculty of Education and Teacher Training wholly constitutes my original scientific writing.

As for the other persons' ideas, works who are quoted in this paper have been referred to appropriately following the prevailing legal and intellectual ethics in the world of scientific writing tradition.

However, if the originality of this paper either partially or wholly is, later on, proved or it falls under convincing plagiarism, I would be prepared to receive any consequences in the form of any sanction such as losing my related academic degree obtained from the institution as well as other rules prevailing in Indonesia.

Serang, July 05th, 2023



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SRN.191230150

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious, the Most Merciful.

All praise be to Allah, the God who given us all mercies and blessing. The God who sent Rasulullah Muhammad SAW as His prophet and messenger for people all over the world. May we all receive His intercession on the Day of Judgment.

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ABSTRACT

Iin Anis Setiawati, 191230150, 2023. *“Cultural Content Analysis of English Textbook on Merdeka Curriculum”*.

The objective of this research was to investigate the cultural content found in the English textbook titled "Bright an English" published by Erlangga in 2022, designed for seventh-grade junior high school students. The main focus of this research is to analyze the cultural content in the textbook using the framework developed by Chao for different types of culture, as well as the framework by Yuen for Islamic cultural dimensions. This research used content analysis method. Based on the investigation, the researcher found that the textbook primarily emphasizes the promotion of Indonesian culture, which serves as the source culture, accounts for 49% of the content in the textbook. The representation of the source culture is predominantly through the dimension of products, which includes names of places, tourist destinations, traditional food, currency, art forms, and Indonesian clothing. In contrast, the target culture, which includes cultures from countries such as the USA, UK, Australia, and New Zealand, accounts for 23% of the content, while the international culture, represented by cultures from countries like Malaysia, Japan, Spain, Singapore, Brazil, and China, comprises 22%. Notably, intercultural interaction has the smallest representation, accounting for only 1% of the content. This is conveyed through activities involving the creation of mini projects that explore and examine the differences or similarities between the local/source culture and the target/international culture. Similarly, Islamic culture holds a relatively small portion, accounting for 5% of the content. It is presented through various dimensions, including products, practices, and persons associated with Islamic culture. Additionally, each cultural aspect in this textbook is related to the goal of the Merdeka curriculum, which aims to strengthen the Pancasila student profile such as having faith and fear of God Almighty, possessing noble character, being self-reliant, promoting mutual assistance, embracing global diversity, and cultivating critical thinking and creativity. Furthermore, this textbook covers all 21st-century skills, including life and career skills, learning and innovation skills, and information, media, and technology skills. Therefore, it can be concluded that the "Bright an English" textbook is not only rich in diverse cultures but also aligns with the characteristics and goals of the Merdeka curriculum as well as the 21st-century skills.

Keywords: *English Textbook, Cultural Content, Islamic Culture, Merdeka Curriculum, The Pancasila Student Profile*

THE ADVISERS' APPROVAL


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DEDICATION

This thesis is dedicated to my beloved parents, Mr. Marjuli and Mrs. Lilis Ismayati, and my beloved siblings, Sanmakhrozal Haqiqi, Iis Rakhmawati, Diki Septiadi and Aas Yuliana who always provide support, encouragement, and never cease to love me.

MOTTO

“Success won't come on its own. You have to be willing to
step outside of your comfort zone”

A BRIEF BIOGRAPHY

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TABLE OF CONTENTS

STATEMENT OF ORIGINALITY	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iv
THE ADVISERS' APPROVAL	iv
THE BOARD OF EXAMINERS' APPROVAL	vii
DEDICATION.....	vii
MOTTO	ix
A BRIEF BIOGRAPHY	x
TABLE OF CONTENT.....	xi
LIST OF TABLES	xiii
LIST OF APPENDICES	xv
CHAPTER 1 INTRODUCTION	1
A. Background of the Research	Error! Bookmark not defined.
B. Identification of the Problem.....	Error! Bookmark not defined.
C. Focus of the Research	Error! Bookmark not defined.
D. Statements of the Problem	Error! Bookmark not defined.
E. Objective of the Research.....	Error! Bookmark not defined.
F. Significance of the Research.....	Error! Bookmark not defined.
G. Previous Related Studies.....	Error! Bookmark not defined.
H. Organization of the Writing	Error! Bookmark not defined.
CHAPTER II LITERATURE REVIEW.....	14
A. Culture in Foreign Language Teaching.....	14
1. The Essence of Culture	14
2. The Relationship Between Culture and Language	Error! Bookmark not defined.

3. The Role of Culture in Foreign Language Teaching .. **Error! Bookmark not defined.**

B. The Concept of Textbooks in Foreign Language Learning and Teaching **Error! Bookmark not defined.**

1. The Definition of Textbook **Error! Bookmark not defined.**

2. The Role of Textbooks in Foreign Language Learning and Teaching **Error! Bookmark not defined.**

3. English Textbook Based on Merdeka Curriculum **Error! Bookmark not defined.**

C. Cultural Content in English Textbook **Error! Bookmark not defined.**

CHAPTER III RESEARCH METHODOLOGY .Error! Bookmark not defined.

A. Research Design..... **Error! Bookmark not defined.**

B. Data Source **Error! Bookmark not defined.**

C. Research Instrument **Error! Bookmark not defined.**

D. Technique of Data Collection **Error! Bookmark not defined.**

E. Technique of Data Analysis **Error! Bookmark not defined.**

CHAPTER IV FINDING AND DISCUSSIONError! Bookmark not defined.

A. Findings..... **Error! Bookmark not defined.**

B. Discussions **Error! Bookmark not defined.**

CHAPTER V CONCLUSION AND SUGGESTIONError! Bookmark not defined.

A. Conclusion **Error! Bookmark not defined.**

B. Suggestion **Error! Bookmark not defined.**

REFERENCES.....105

APPENDICES110

LIST OF TABLES

Table 3.1 Codes for the Type of Culture	39
Table 3.2 Codes for the Aspect of Islamic Cultural Dimensions.....	40
Table 3.3 The Framework of the Corpus of Cultural Type	41
Table 3.4 The Framework of the Corpus of Islamic Cultural Dimensions.....	41
Table 3.5 Data Calculation of Cultural Type.....	43
Table 4.1 The Calculation of Each Cultural Types in the English Textbook	46
Table 4.2 the representation Source Culture in Each Chapter of the English Textbook	47
Table 4.3 Name of Places in Source Culture	48
Table 4.4 Tourist Destinations in Source Culture.....	49
Table 4.5 Traditional Foods in Source Culture.....	52
Table 4.6 Indonesian Currency	54
Table 4.7 The Dimension of Practices in Source Culture.....	56
Table 4.8 The Dimension of Persons in Source Culture.....	60
Table 4.9 The Representation Target Culture in Each Chapter of the English Textbook	63
Table 4.10 Tourist Destinations in Target Culture	65
Table 4.11 Culinary Delights in Target Culture	66
Table 4.12 Art Forms in Target Culture	68
Table 4.13 Dimension of Practices in Target Culture.....	70

Table 4.14 Dimension of Persons in Target Culture.....	71
Table 4.15 The Representation International Culture in Each Chapter of the English Textbook	73
Table 4.16 Tourist Destinations in International Culture	74
Table 4.17 Cuisine Delight in International Culture.....	76
Table 4.18 Dimension of Practices in International Culture.....	79
Table 4.19 The Calculation of Islamic Cultural Dimension	80
Table 4.20 Products of Islamic Culture	80
Table 4.21 Practices of Islamic Culture	82

LIST OF APPENDICES

Appendix 1 Corpus of Cultural Types	110
Appendix 2 Corpus of Islamic Culture	123
Appendix 3 The Calculation of Cultural Contents	125
Appendix 4 The Relationship Between Cultural Contents in the Textbook and the Pancasila Student Profile.....	130
Appendix 5 Decision Letter of Research Paper Adviser	131
Appendix 6 Consultation Sheet	133