

**Cultural Contents in *MyEnglishStep* Digital Learning
Materials for Junior High School Students**



*Mencerdaskan dan
Memartabatkan Bangsa*

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***A Skripsi Submitted in Partial Fulfillment of the Requirements for the
Degree of “Sarjana Pendidikan”***

**ENGLISH LANGUAGE EDUCATION STUDY PROGRAMME
FACULTY OF LANGUAGES AND ARTS
UNIVERSITAS NEGERI JAKARTA
2022**

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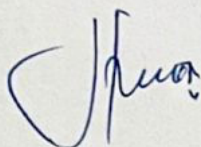
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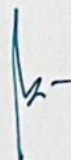
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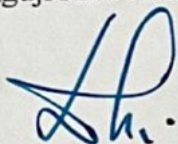
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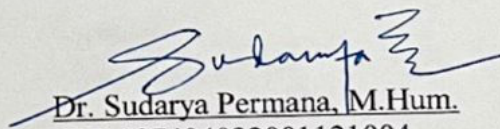
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ABSTRAK

Alga Dilfa Suci Maulidya. 2022. *Muatan Budaya dalam Materi Pembelajaran Digital MyEnglishStep untuk Siswa Sekolah Menengah Pertama (SMP).* Skripsi. Jakarta: Program Studi Pendidikan Bahasa Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Sebuah platform pembelajaran berbasis digital yang dikenal sebagai *MyEnglishStep* baru-baru ini telah dibuat untuk siswa Sekolah Menengah Pertama (SMP), yang bermuatan materi pembelajaran digital berdasarkan pada Kurikulum 2013 bahasa Inggris di Indonesia. Meskipun demikian, *MyEnglishStep* baru diluncurkan dan kajian terhadap materi bahasa Inggris yang disajikan masih sangat minim, tepatnya dari segi muatan budaya. Penelitian ini bertujuan untuk menganalisis muatan budaya dalam materi pembelajaran digital *MyEnglishStep* untuk Siswa Sekolah Menengah Pertama. Melalui metode analisis isi secara kualitatif, data dianalisis dengan dua jenis kerangka, yaitu kerangka kategori budaya oleh Chao (2011) dan kerangka dimensi budaya oleh Moran (2001). Hasil identifikasi menunjukkan adanya 1.472 muatan budaya, termasuk lima kategori budaya, seperti Budaya Asal, Budaya Sasaran, Budaya Internasional, Interaksi Antarbudaya, dan Universalitas lintas Budaya. Selanjutnya, muatan budaya juga direpresentasikan melalui Dimensi Budaya, yaitu Dimensi Produk, Dimensi Penerapan, Dimensi Perspektif, Dimensi Komunitas, dan Dimensi Perorangan. Muatan budaya sebagian besar terungkap dalam Universalitas lintas Budaya sebanyak 1160 kali dan disajikan melalui produk yang diciptakan dan ditemukan oleh komunitas sosial sebanyak 623 kali.

Kata Kunci: *Muatan Budaya, Materi Pembelajaran Digital, Kategori Budaya, Dimensi Budaya*

ABSTRACT

Alga Dilfa Suci Maulidya. 2022. *Cultural Contents in MyEnglishStep Digital Learning Materials for Junior High School Students.* A Thesis. Jakarta: English Language Education Study Programme, Faculty of Languages and Arts, Universitas Negeri Jakarta.

A digital-based learning platform known as *MyEnglishStep* has recently been created for junior high school students, which contains learning materials based on the Curriculum 2013 of the English language in Indonesia. Nonetheless, *MyEnglishStep* is newly launched and the investigation of English language materials being provided is still scarce, precisely in terms of cultural contents. The present research aims to analyze the cultural contents in *MyEnglishStep* digital learning materials for Junior High School Students. The data are analyzed using qualitative content analysis under two frameworks, particularly the cultural categories framework by Chao (2011) and the framework of the cultural dimensions by Moran (2001). The results identify 1.472 cultural contents, covering all of the five cultural categories: Source Culture, Target Culture, International Culture, Intercultural Interaction, and Universality across Cultures. Further, the cultural contents are also represented through Cultural Dimensions, namely Products Dimension, Practices Dimension, Perspectives Dimension, Communities Dimension, and Person Dimension. The cultural contents are mainly revealed as much as 1160 times in the Universality across Cultures and presented through products being created and invented by the social communities approximately 623 times.

Keywords: *Cultural Content, Digital Learning Materials, Cultural Categories, Cultural Dimensions*

ACKNOWLEDGMENTS

In the name of Allah, Most Gracious, Most Merciful. All praises and thanks be to Allah SWT for the eternal bliss and blessings. I am truly grateful that You have given me strength as I am able to write and accomplish this thesis.

I am truly indebted to Tara Mustikaning Palupi, M.Hum as my first supervisor, Imas Wahyu Agustina, M.Pd as my second supervisor, and Prof. Dr. Ilza Mayuni, M.A., that are constantly giving me encouragement and prudent guidance through the entire writing process. Without you, I am unable to complete my thesis appropriately.

I would like to express my warmest appreciation to Dr. Sudarya Permana, M.Hum, Head of the English Language Education Study Programme, as well as to all of the lecturers in the English department. Thank you for the guidance and great knowledge you gave me during my study in the English department.

To my precious treasure and my support system, my dearest parents, *Mama* and *Papa*, who accompanied me watching some Badminton matches on TV while I was working on my thesis, not to mention my little brother, Qadri, and little sister, Desra, I present this thesis for you. Thank you for your immense love and support. Blood is thicker than water and it shows. All of you are the reason why I am highly motivated to write and complete my thesis.

Special thanks to my childhood friends, Feby, Sheren, Nindya, Ghina, Nanda, and my beloved friends, Dyas and Nadhea, which I cherished. You all are my inspiration to be a better person every single day. Last but not least, thanks to the English department friends' batch 2018 for the unforgettable memories and valuable life lessons that made me what I am today.

Alga Dilfa Suci Maulidya

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