

**CULTURAL CONTENTS IN DIGITAL AUTHENTIC
ADVERTISEMENTS AS USED FOR LEARNING TEXTS IN READING
CLASSES OF JUNIOR HIGH SCHOOLS**



*Menecerdaskan dan
Memartabatkan Bangsa*

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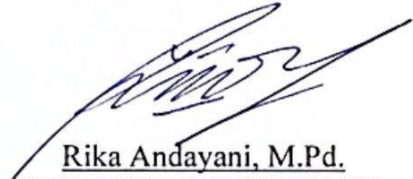
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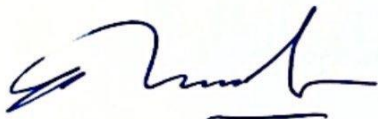
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ABSTRAK

Azka Adilya Rachma. 2023. *Konten Budaya dalam Iklan Otentik Digital yang digunakan untuk Pembelajaran Teks di Kelas Membaca Sekolah Menengah Pertama (SMP).* Skripsi. Jakarta: Program Studi Pendidikan Bahasa Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Menggunakan bahan ajar otentik terbukti dapat membantu siswa untuk meningkatkan kesadaran budaya. Meski begitu, masih sedikit studi konten budaya yang berfokus terutama pada materi pembelajaran EFL non-textbook. Tujuan dari penelitian ini adalah untuk mengidentifikasi konten budaya dalam iklan autentik digital yang dapat dimanfaatkan untuk pembelajaran teks berbahasa Inggris dalam kelas membaca untuk sekolah menengah pertama. Menggunakan pendekatan analisis isi kualitatif, data dievaluasi menggunakan kerangka dimensi budaya Moran (2001) dan sumber budaya Chao (2011). Total iklan autentik digital yang terkumpul sebanyak 37 sampel yang diambil dari tiga platform media sosial yang berbeda. Hasilnya menunjukkan bahwa terdapat 288 konten budaya yang dikategorikan dalam dimensi Product, Practice, Community, Perspective, dan Person. Mengenai sumber budaya, ada 262 sumber yang dikategorikan dalam Universalitas Lintas Budaya, Budaya Target, Budaya Internasional, dan Budaya Sumber. Dominasi dimensi Product dan Universalitas lintas Budaya menunjukkan bahwa konten budaya dalam iklan otentik digital sebagian besar diwakili oleh objek budaya yang berwujud dan tidak berwujud, dan sumbernya bersifat universal, artinya tidak spesifik dari budaya atau negara mana pun.

Kata Kunci: *Konten Budaya, Iklan Otentik Digital, Pembelajaran Teks Berbahasa Inggris, Kerangka Moran, Kerangka Chao.*

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ABSTRACT

Azka Adilya Rachma. 2023. *Cultural Contents in Digital Authentic Advertisements as used for Learning Texts in Reading Classes of Junior High Schools.* A Skripsi. Jakarta: English Language Education Study Program, Faculty of Languages and Arts, Universitas Negeri Jakarta.

Using authentic learning materials has been proven might assist students to improve cultural awareness. Even so, there have been a few cultural content studies that have focused especially on non-textbook EFL learning material. The purpose of this study is to identify the cultural contents in the digital authentic advertisements to be utilized for learning English texts in reading classes for junior high schools. Using a qualitative content analysis approach, the data is evaluated using the framework of the cultural dimensions by Moran (2001) and the cultural sources by Chao (2011). The total digital authentic advertisements collected are 37 samples which are taken from three different social media platforms. The results show that there are 288 cultural contents that are categorized in Product, Practice, Community, Perspective, and Person dimensions. Regarding the cultural sources, there are 262 sources that are categorized in Universality across Culture, Target Culture, International Culture, and Source Culture. The domination of the Product dimensions and Universality across Culture indicated that the cultural contents in the digital authentic advertisements are mainly represented by tangible and intangible cultural objects, and the sources is universal, which means they are not specific to any culture or country.

Keywords: *Cultural Content, Digital Authentic Advertisements, Learning English Text, Moran's Framework, Chao's Framework*

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Lastly, to the fellow English Language Education Study Program batch 2019, especially the 19 DB. Thank you for the beautiful memories. I hope we cross paths again someday.

The researcher realizes that this skripsi is far from perfect, but it is expected to be beneficial for the readers. For this reason, constructive feedback and critics are welcomed.

Jakarta, July 2023

Azka Adilya Rachma



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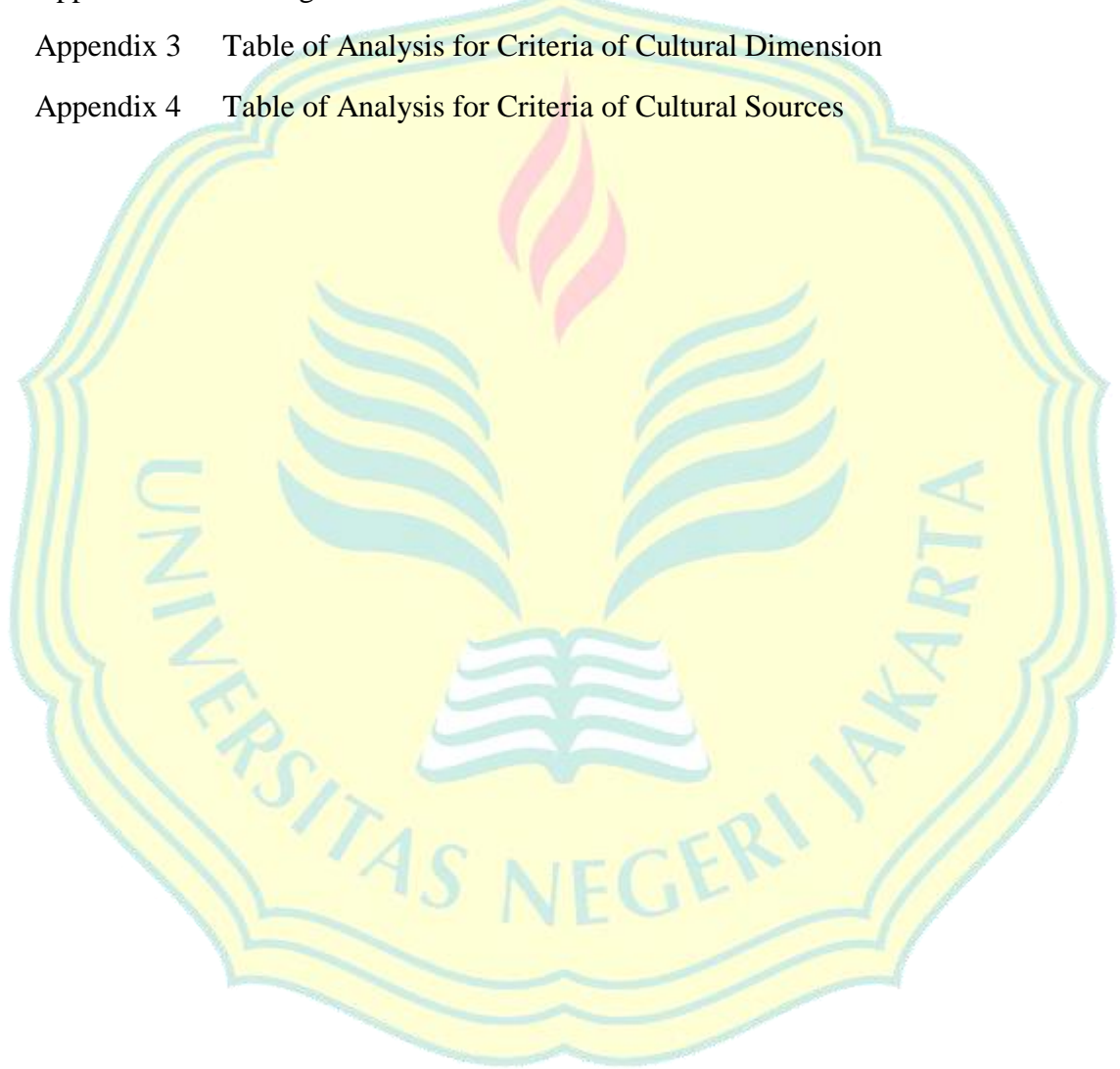
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