

ABSTRACT

Ramadani, Desi, Registration Number 2172121013, Multicultural Representation in Local Publisher English Textbooks of Junior High School in Indonesia: A Multimodal Analysis, A Thesis, English and Literature Department, Faculty Languages and Arts, State University of Medan, 2022.

This study aimed to analyse the multicultural values (custom and cloth) which is represented in local publisher English Textbook (Erlangga and Yudhistira) for Junior High School in Indonesia especially for grade eighth. The researcher used qualitative research and the techniques of data collection divided into three steps; data collection, data reduction, and data display. The research finding that English local publisher (Erlangga and Yudhistira) for Junior High School has already represented the multicultural from aspect multimodal analysis (visual and non-visual). Analysing the visual data based on three parts, they are fashion, custom, and place in National or International level. The most dominant part is fashion in International level. Meanwhile, for non-visual data divided into three categorizing, they are behaviour, custom, and place. It can be concluded that the writer both of English local publisher have already realized that language and cultural cannot be separated, the writer presented the multicultural values through visual and non-visual in order to introduce and improve the awareness of students regarding of multicultural.

Keywords: Multicultural, English Textbook, Multimodal Analysis