

## ABSTRACT

### **Hazhiza, Amadea Balia 2024. A Content Analysis of Female and Male as Gender Representation of "Bright" for Second Grade Student of Junior High School Published by Erlangga**

This research aims to reveal the representation of females and males and determine whether gender is presented equally in the English textbook "Bright" for Second Grade Students of Junior High School, published by Erlangga within the latest curriculum, Merdeka Curriculum.

This study uses a qualitative approach using the textbook's content analysis design. Eight units of the textbook, including illustration and text, were analyzed to determine the frequency and patterns of female and male representations, which are grounded in the six aspects of gender representation suggested by Logsdon (1985).

This research reveals, there is gender inequality that favors females in 4 out of 6 aspects, including pictures, occupations, activities, and the number of females and males mentioned in which females appear more frequently than males. While males only dominate in 1 aspect, including the number of patterns mentioning females and males. In conclusion, "Bright" still contains gender inequality, and this imbalance in representation can influence students' perceptions and attitudes toward gender.

**Keywords:** *Content Analysis, Textbook, Gender Representation*

