

# WESTERN CHARACTER HEGEMONY ON ILLUSTRATION IMAGES OF JUNIOR AND SENIOR HIGH SCHOOL ENGLISH TEXTBOOKS

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## ABSTRACT

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This study aims to describe two main things, namely: 1) forms of representation of Western character hegemony on illustration images of English textbooks for junior and senior high schools; and 2) factors leading to the strong representation of the hegemony.

The method used in this research is qualitative type with hermeneutic as the main approach. The main instrument of this research is the researchers themselves assisted by documentation guidelines. The data of this study are illustrated images found in textbooks for junior and senior high school English subjects used in Indonesia, especially those with the hegemony of Western cultural values. The research data are taken from 4 junior high school textbooks and 5 senior high school textbooks. The data analysis technique used is a qualitative descriptive model, with stages of data reduction, presentation and discussion, and drawing conclusions.

The results of this study are as follows. 1) There are three main forms of western character representation hegemony found in English textbooks which are considered to be the most crucial ones, namely: a) Dimensions of obsession with Western body; b) Dimensions of obsession with the image of Western cultural values; and b) Dimensions of Western superiority hegemony. 2) The factors that cause a strong representation of the Western character hegemony in the illustration images of English textbooks for junior and senior high schools as intended, are mainly related to the strong influence of postcolonial construction, both played by Western (external) and Indonesian parties (internal) itself that remain existed in the society.

Kata Kunci: *hegemony, Western values, illustrated images, textbooks.*