APOLOGY STRATEGIES USED BY CELEBRITIES FOUND IN THEIR SOCIAL MEDIA

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Abstract

In apologizing someone needs a strategy that must be used so that the function and purpose of the apology can be conveyed properly. This study discusses the types of apology strategies and apology functions expressed by celebrities through their social media accounts. The purpose of this study is to identify strategies and analyze the function of apology. This research uses a descriptive qualitative approach. The research data is taken from the apologies of celebrities on their social media. The data sources for this research are video transcripts from YouTube, as well as written apologies on Instagram and Twitter accounts. Data collection through documentation techniques. The data were analyzed using interactive models belonging to Miles, Huberman & Saldana. The results of the study show that celebrities use a variety of apology strategies according to Trosborg's (1995) framework, namely direct strategies, indirect strategies, remedial support, opting out, and evasive strategies. The researcher found seven functions of apology according to Lakoff's (2003) framework, namely to convey regret, to assign responsibility, to deny the occurrence of the wrongdoing, to minimize the utterer's responsibility, to admit having done wrong, to indicate a wish for forgiveness, and to abjure bad behavior and promises never to do the act.

Keywords: speech act, apology, apology strategy

Abstrak

Dalam meminta maaf seseorang memerlukan strategi yang harus digunakan agar fungsi dan tujuan permintaan maaf dapat tersampaikan dengan baik. Penelitian ini membahas mengenai tipe-tipe strategi permintaan maaf dan fungsi permintaan maaf yang diungkapkan oleh para selebritis melalui akun sosial media mereka. Tujuan penelitian ini adalah untuk mengidentifikasi strategi dan menganalisis fungsi dari permintaan maaf. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data penelitian ini diambil dari ucapan permintaan maaf para selebriti dalam sosial media mereka. Sumber data penelitian ini adalah transkrip video dari YouTube, serta permintaan maaf tertulis dalam akun Instagram dan Twitter. Pengumpulan data menggunakan teknik dokumentasi. Data dianalisis dengan menggunakan interaktif model milik Miles, Huberman & Saldana. Hasil penelitian menunjukkan bahwa para selebriti menggunakan strategi permintaan maaf yang beragam sesuai dengan framework milik Trosborg (1995) yaitu direct strategies, indirect strategies, remedial support, opting out, dan evasive strategy. Peneliti menemukan tujuh fungsi permintaan maaf yang sesuai dengan framework milik Lakoff (2003) yaitu to convey regret, to assign responsibility, to deny the occurrence of the wrongdoing, to minimize the utterer's responsibility, to admit having done wrong, to indicate a wish for forgiveness, and to abjure bad behavior and promise never to do the act.

Kata Kunci: tindak tutur, permintaan maaf, strategi permintaan maaf

1. INTRODUCTION

Communication is an activity that is often carried out by humans. Communication is one of the most common ways to convey something to others, such as conveying opinions, messages, and so on. In addition, through communication between humans every person can create social relationships, and

express our ideas, feelings, and thoughts. Buck (2002) suggests that there are two kinds of communication, namely verbal communication, using words and non-verbal communication, namely communicating by using gestures, gestures, expressions, or general appearances. Communication cannot be separated from language because language is used as a medium of communication between speakers and hearers. Language functions as a tool to form social relations between humans, and without language humans will not be able to communicate with each other in their daily lives.

Saepudin (2014) argues that in order to create an effective communication between humans, language teachers try to teach their students to be able to achieve language learning goals, namely that language is a combination of effective and cognitive abilities to relate or communicate with other people, and even to explore the world. The use of language for communication must be in accordance with the aims and objectives to be conveyed to others. This is because one of the goals of language learning is so that people can communicate with other using a language that can be understood by one another. However, language learners still have difficulty communicating in a foreign language. This is because they are not familiar with these foreign language words.

Therefore, language learners need to master communicative competence so that they can communicate well. Hymes (1972) suggests that communicative competence is not just grammatical competence, but also the ability to use grammatical competence in various communicative situations (Hymes in Bagari & Mihaljevi, 2007). On the other hand Tarvin (2015) argues that communicative competence is an ability to use language to communicate, in accordance with ways or culture to make meaning and solve social problems properly and effectively through a broad interaction.

In communicative competences, one type of communication competency is actional competence. Cele-Murcia (1995) defines actional competence as competence in expressing and understanding communicative purposes, namely equating action intentions with linguistic forms based on verbal knowledge which contain speech acts and their sequences. In addition, actional competence is also a guide for someone in speaking, especially in conveying ideas and feelings properly and correctly by speakers (Colle, 2020). In language learning, the learner will practice dealing with communicative actions such as apologizing, inviting, offering, etc. using predefined phrases. Besides that, communication one of which is also used by humans to apologize. This is because in life a person sometimes makes mistakes against other people. This is where the role of communication functions to express an apology to the person who was harmed for the mistake that occurred.

Apologizing is a form of speech act that is usually used to ask for forgiveness from others for mistakes that have been made. Based on the classification of speech acts proposed by Searle (1980) apologies fall into the expressive category used by the speaker to convey their feelings. This apology involves two people, one as someone who expects compensation for the offenses that occurred, and the second is someone who caused or committed the offenses (Hidayat, 2016; Maulana & Hardjanto, 2019).

In this research the researcher focuses more on expressive speech acts, namely apologies. This means that the speaker expresses his/her feelings by apologizing to the other person (the hearer).

A person may be in a situation where they need to apologize to another person because they did some wrong. Therefore, apologies become an important part of human communication because they can act as a face-saving strategy (Nisa & Sutrisno, 2018). In communicating with people, we often do something wrong or go wrong unintentionally humiliating others is inevitable, but it can have a big impact harm interpersonal relationships. This moment, we have to apologize for that maintain speaker friendships, to express regret for past unwanted behavior, we need to apologize (Weihua, 2015). In apologizing, one must use a strategy so that the apology can be targeted and effective. An apology strategy is a strategy used by a person (speaker) to perform an apology speech act for the offense that has been committed as a form of their regret. The way people apologize to others is unique, and everyone apologizes differently. When apologizing, people should employ several strategies to make the apology effective. These Apology strategies usually come out in real conversations. Several strategies can be used when we are about to perform an apology speech act, this is done so that there are no misunderstandings that can hurt other people's feelings. One of them is the strategy proposed by Torsborg (1995), she divides this apology strategy into five, namely direct strategies, indirect strategies, evasive strategies, opting out, and remedial support.

When someone apologizes it often has different functions. In this case, it is necessary to review the context of the speech so that it can be known what the function of the apology is. According to Lakoff (2003) apology functions are categorized into seven, namely to convey regret, to assign responsibility, to deny the occurrence of the wrongdoing, to minimize the utterer's responsibility, to admit having done wrong, to indicate a wish for forgiveness, and to abjure bad behavior and to promise never to do the act.

Apology strategies have been studied by several researchers in recent years, but the research subjects are different from this study. Several research conducted with research subjects of the characters in TV Series, namely research conducted by Montgomery (2015)and Maulana & Hardjanto (2019). Furthermore, several research with the subjects of the characters in the movie were carried out by Larasati (2014), Nabilah & Aliah (2016), Abedi et al. (2016) and Nisa & Sutrisno (2018). Apart from that, there are many similar research on apology strategies but with different research subjects, such as in someone's speech, EFL learners, and editor in the online newspaper. Such as research conducted by Wardoyo (2014), Sari (2016), Rama et al (2018), Aboud (2020), Abudin & Sundari (2021) and Farenkia (2022).

Based on the explanation above, this research is different from previous studies. The difference lies in the research subject. This research was conducted to fill the gap regarding the research subject by analyzing the apologies made by celebrities, as people who are highly highlighted by the public. Moreover, in previous studies, not much research has been done on an analysis of the function of

apology. Therefore, this research does not only examine the types of apology strategies but also the function of apology. So that this research is expected to be able to contribute to explaining the apology speech act in more detail about the types of apology strategies and the function of apology. The research was conducted due to the existing phenomena regarding the use of apologies that are often found in communications made by someone. In this case, the apologies uttered by the celebrities are addressed to other celebrities or addressed to a wide audience. Therefore, this study aims to determine the types of apology strategies and also the function of apology expressed by celebrities. The researcher used the apology strategy theory put forward by Trosborg (1995) and for the functions of apology used the theory put forward by Lakoff (2003).

2. METHOD

This research uses a qualitative approach because the analysis is in the form of descriptions. This approach is based on data which is mostly expressed in the form of descriptions, words, opinions, etc. This approach is used to find and describe the strategy and function of the apology uttered by celebrities or famous figure in their social media. The data of this research are the apology utterances produced by the celebrities on their social media. The data source for this study is a video transcript from their YouTube channel, as well as a written apology that they wrote and shared in their social media, like in personal Instagram and Twitter. The data were analyzed using an interactive model offered by Miles, Huberman, and Saldana (2014). They put forward the interactive model which is divided into four stages, namely: data collection, data display, data condensation, and conclusion (drawing/verifying). The data were analyzed as follows: 1) the researcher watch the video and writing made by the celebrities or famous figures taken from their social media, namely via YouTube, Instagram and Twitter, 2) The researcher read the subtitles in the video, then transcribed them into written form, 3) Then after all the data has been in written form, the researcher selected the celebrities utterances that contain speech act of apology, and categorized based on the types of apology strategies and the functions of apology, 4) The last, the researcher analyzed the data to explain the type of apology strategies and the function of apology made by celebrities.

3. RESULT AND DISCUSSION

3.1 Result

Based on research data, there are five different types of apology strategies found on celebrity social media when they apologize. These are direct strategies, indirect strategies, remedial support, opting out, and evasive strategy. Furthermore, based on the research data the researcher found seven functions of apology, namely to convey regret, to assign responsibility, to deny the occurrence of wrongdoing, to minimize the utterer's responsibility, to admit having done wrong, to indicate a wish for forgiveness, and to abjure bad behavior and promise never to do the act.

3.1.1 The Types of Apology Strategies

The researcher found 100 utterances included in the apology strategies. Three utterances categorized as opting out, one utterance as evasive strategy, forty-nine as indirect strategies, thirty-two as direct strategies, and fifteen as remedial support.

3.1.2 Opting Out

This strategy usually used when the speaker avoids responsibility because he/she feels no guilt for the loss. The researcher found at least three opting out apology strategies. The excerpt below is an example that contained an opting out strategy:

> "Ok guys I apologize. There you happy?! *I don't see ya askin trump for an apology when he out here* missing COVID meetings to play golf but OK." (Blaming someone else)

This apology used by Cardi B due to her Tweet that prompted a strong response from her fans on Twitter. In her apology, Cardi stated "… *I don't see ya askin' trump for an apology when he's out here* …" In this situation, Cardi blamed Trump as a third party by saying that Trump went to play golf in the middle of a pandemic and should have attended a meeting. For that situation, no one asked Trump to apologize like what Cardi did. This strategy used when the apologizer (speaker) refuses or avoids responsibility by blaming someone else for the mistake that occurred. The speaker can blame the complainant (hearer) or even a third party with the aim that the speaker is not responsible for what happened.

3.1.3 Evasive Strategy

This strategy commonly used when the complainant fails to take responsibility. The complainant did not deny it but tried to reduce the level of mistakes made. The excerpt below is an example that contained an evasive strategy:

> "My behavior at last night's Academy Awards was unacceptable and inexcusable. Jokes at my expense are a part of the job, *but a joke about Jada's medical condition was too much for me to bear and I reacted emotionally*." (Minimizing)

Will Smith used this apology in his apology to Chris Rock some time ago at the Oscars. In his apology, Will said "… *but a joke about Jada's medical condition was too much for me to bear and I reacted emotionally* …" Will thinks his actions are not a big problem. That is because he thinks bringing jokes in public about his wife's health condition is not something he can bear. It was too much for Will and he reacted very emotionally. Will Smith's expression of apology to Chris Rock used an evasive strategy, namely minimizing. This strategy used when the apologizer tries to reduce the guilt by saying that it is not a big problem, or in the sense that the mistakes made are meaningless or do not have a big impact on other people.

3.1.4 Indirect Strategies

Indirect strategies are apology strategies used by the apologizer when expressing his/her apology indirectly to the hearer. The excerpt below is an example that contained indirect strategies:

"@itsgabrielleu, I want you to know *it was never my intention to invalidate your experience* but that is what I did. I apologize…You have been through a lot in this business, and with that I empathize with the struggle toward fairness and equality in the workplace." (Expressions of lack or intent)

Terry Crews used this strategy in his apology. He made this apology to Gabrielle Union through his personal Twitter account. Terry's apology came after he received criticism for not outspokenly supporting Gabrielle in a racially sensitive situation. In his apology, Terry said "*… it was never my intention to invalidate your experience …*" Terry apologized by explaining that he (speaker) had no intention of offending or hurting Gabrielle (hearer) for his actions. This strategy used when the speaker does not intend to offend the hearer.

"Because of my ignorance, I didn't recognize it for all that it was while it was happening in my own life but I do not want to ever benefit from others being pulled down again." (Expression of self-deficiency)

This apology used by Justin Timberlake, which he revealed on his personal Instagram account. This is because of a scandal involving Janet, and Justin's ignorance about the media's treatment of Britney after their separation. In his apology, Justin said, "*… Because of my ignorance, I didn't recognize it …*" Where Justin (speaker) showed his shortcomings to Britney and Janet (hearer) as his way of apologizing. Justin displays his ignorance that his actions are contributing to problems that can hurt other people. This strategy used when the speaker shows his/her own shortcomings to the hearer.

3.1.5 Direct Strategies

Direct strategy is an apology strategy used by the apologizer (speaker) when expressing their apology directly to another person (hearer). The speaker uses expressions that contain performative verbs in his/her apology. The excerpt below is an example that contained direct strategies:

"I would like to apologize to the Williams Family and my King Richard Family. *I deeply regret that my behavior has stained what has been an otherwise gorgeous journey for all of us*. I am a work in progress." (Expression of regret)

Will Smith on his personal Instagram used this apology to apologize to Chris Rock. Will used the expression of regret strategies to express regret for the actions he has taken. Will expressed "*… I deeply regret that my behavior has stained what has been an otherwise gorgeous journey for all of us …*" this phrase Will conveyed to apologize directly to those closest to him for the actions he took against Chris, which actions had tarnished Will's long career. In this apology, Will expressed deep regret for the actions or mistakes he had committed.

"I would like to apologize to my wife Kim for going public with something that was a private matter … *To Kim I want to say I know I hurt you. Please forgive me.* Thank you for always being there for me." (Request for forgiveness)

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This apology used by Kanye West to express his apology to his wife, Kim Kardashian. This is because Kanye discussed issues with his family, which was very private including talks about Kim. Then Kanye expressed his apology through his personal Twitter account by saying "… *To Kim I want to say I know I hurt you. Please forgive me …*" Kanye expressed his apology directly to Kim with the aim of seeking forgiveness from Kim (hearer) for the mistakes that Kanye (speaker) had done, by saying 'please forgive me'. This strategy used when the apologizer seeks forgiveness from the person who feels aggrieved (the hearer) for the mistake that occurred. For example pardon me, please forgive me, etc.

3.1.6 Remedial Support

Remedial support is an apology strategy that the apologizer uses when things get out of hand. This apology supplemented by recommendations such as concerns, promises, or even solutions by the speaker to the hearer. The excerpt below is an example that contained remedial support:

> *"No one deserves to be discriminated against for their race, religion, or sexual orientation in any angle or sense*. I apologize for the derogatory terms I've used in the past and no one should be discriminated against for their race, religion, or sexual orientation." (Expressing concern for hearers)

Doja Cat used this apology after she was criticized by many people for defending homophobic language on Twitter. In her apology, Doja said, "… *No one deserves to be discriminated against for their race, religion, or sexual orientation in any angle or sense …*" Where Doja apologized by calming those who criticized her by saying that, no one deserves discriminated against in any way including their sexual orientation. Doja expressed her concern over what had happened to quell the anger of those who criticized her. This strategy used when the speaker expresses his/her concern over what happened with the aim of appeasing the complainant.

> "I am sorry that my ignorance has led to this moment. *I will continue to support the black community as best as I can and learn from this*. We as nonblack people must all take responsibility for the inactivity …" (Offers of repair)

Alia Shawkat used this apology because her interview using the N-word in 2016 reappeared. Alia expressed her apology through her personal Instagram account by saying "… *I will continue to support the black community as best as I can and learn from this …*" Alia expressed her apology by offering compensation for her actions by saying that she would continue to support the black community. The purpose of Alia's apology is to correct a mistake she previously made. This apology used when the speaker makes an offer in the form of compensation or respect to the reporter with the aim of correcting the mistakes that have occurred.

Table 1. *The Types of Apology Strategies*

Fields	Percentage
Direct Strategies	49 %

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Indirect Strategies	32 %
Remedial Support	15 %
Opting out	3 %
Evasive Strategy	1%

3.1.7 The Functions of Apology

The researcher found seven functions of apology, namely to convey regret, to assign responsibility, to deny the occurrence of the wrongdoing, to minimize the utterer's responsibility, to admit having done wrong, to indicate a wish for forgiveness, and to abjure bad behavior and promise never to do the act.

3.1.8 To Convey Regret

The first function of an apology is to convey the speaker's regret for the wrong he/she did to the hearer. The excerpt contained function to Convey Regret:

> *"I regret using a word that carries so much pain and history to black people*, as it is never a word to be used by someone who is not black. I have been learning so much about what it truly means to be an ally." (Expression of regret – to convey regret)

In her apology, Alia said "*I regret using a word that carries so much pain and history to black people*" which can be seen as an apology that has the function of conveying the speaker's (Alia) regret for the wrong she did to the hearer (black people). Where Alia feels sorry for having committed an act that hurt the black race.

3.1.9 To Assign Responsibility

The second function of an apology is to explicitly assign responsibility to the other person. The excerpt contained function to Assign Responsibility:

> "Ok guys I apologize. There you happy?! *I don't see ya askin trump for an apology when he out here* missing COVID meetings to play golf but OK." (Blaming someone else – to assign responsibility)

In this excerpt, Cardi B apologizes to the public for her actions, which considered unethical in the midst of a pandemic. Cardi said "*I don't see ya askin trump for an apology*" could be seen as an apology that has the function to assign responsibility to others explicitly. This is because Cardi apologized but by assigning responsibility to Trump as someone else.

3.1.10 To Deny the Occurrence of the Wrongdoing

The third function of an apology is to deny the occurrence of the wrongdoing by the speaker. The excerpt contained function to Deny the Occurrence of the Wrongdoing:

> "And my intention is to always be the best person I can be. And *if I've ever let someone down, if I've ever hurt their feelings,* I am so sorry for that. If that's ever the case, I've let myself down, and I've hurt myself as well." (Implicit denial of responsibility – to deny the occurrence of the wrongdoing)

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In this excerpt, Ellen apologizes to the public for the controversy on her show, the 'Ellen Show'. In her apology, Ellen said, *"If I've ever let someone down, if I've ever hurt their feelings"* which the apology has the function to deny that Ellen (speaker) made a mistake. This was because Ellen said 'if I have' which indirectly meant that she did not seem to have made a mistake. Just like when saying 'it does not look like my fault'.

3.1.11 To Minimize the Utterer's Responsibility

The fourth function of apology is to minimize the speaker's responsibility to other people (hearer). The excerpt contained function to Minimize the Utterer's Responsibility:

> "My behavior at last night's Academy Awards was unacceptable and inexcusable. Jokes at my expense are a part of the job, *but a joke about Jada's medical condition was too much for me to bear and I reacted emotionally."* (Minimizing – to minimize the utterer's responsibility)

In his apology, Will said "*but a joke about Jada's medical condition was too much for me to bear and I reacted emotionally*" it can be seen that this apology has the function to minimize Will's responsibility towards Chris. Will said that joking about his wife's health condition was something that was difficult for him to accept. As well as this, Will used it to minimize responsibility for his actions towards Chris.

3.1.12 To Admit Having Done Wrong

The fifth function of an apology is to admit that the speaker has made a mistake. The excerpt contained function to Admit Having Done Wrong:

> *"I've used horrible derogatory and hateful words towards people out of ignorance.* I just want you guys to know that you're incredibly special and I hold you dearly to my heart." (Implicit acknowledgement – to admit having done wrong)

In her apology, Doja said, "*I've used horrible derogatory and hateful words towards people out of ignorance*" in which her apology serves to admit that she has made mistakes against other people. Doja admits that she has done the wrong thing, causing pain to those who feel hurt.

3.1.14 To Indicate a Wish for Forgiveness

The sixth function of an apology is to expect forgiveness from the hearer. The excerpt contained function to Indicate a Wish for Forgiveness:

> "Growing up in the public eye has its challenges and also comes with the responsibility to set a good example which I failed to do in these videos. *I hope you will forgive me* and also hope you realize I have in fact grown up and would never act this way now." (Request for forgiveness – to indicate a wish for forgiveness)

In this excerpt, Maddie Ziegler apologizes to the public for her mistakes regarding race. Maddie said, "*I hope you will forgive me*" Maddie's (speaker) apology has the function to expect forgiveness from the public (hearer) for her past actions. Maddie hopes that the public can forgive her actions that hurt many black people.

3.1.15 To Abjure Bad Behavior and Promise Never To Do the Act

The last function of an apology is to deny bad behavior and promise not to repeat the mistake again. The excerpt contained function to Abjure Bad Behavior and Promise Never To Do the Act:

> "I particularly want to say I'm sorry to kids with limb differences, *now that I know better I promise I'll do better.* And I owe a special apology to everyone who loves you as fiercely as I love my own kids, I'm sorry I let your family down." (Promise of forbearance – to abjure bad behavior and promise never to do the act)

In her apology, Anne said, "*now that I know better I promise I'll do better*" in which the apology has the function to refuse bad behavior and promise not to repeat the mistake again. Anne already knows which one is better, and she promises to do her best and will not repeat the same mistake again.

Table 2. *The Functions of Apology*

Fields	Percentage
To convey regret	46%
To assign responsibility	1%
To deny the occurrence of the wrongdoing	2%
To minimize the utterer's responsibility	1%
To admit having done wrong	32%
To indicate a wish for forgiveness	3%
To abjure bad behavior and promise never to do the act	15%

3.2 Discussion

The results of this study indicate that there are five types of apology strategies. The five types are direct strategies, indirect strategies, remedial support, opting out, and evasive strategies. The results of this study support the theory put forward by Trosborg (1995). However, the results of this study are not in line with the results of Abedi et al. (2016), Rama et al. (2018), Nisa & Sutrisno (2018), Maulana & Hardjanto (2019), Farenkia (2022), Wardoyo (2014) and Nabilah & Aliah (2016). This is because there are differences in the number of types of apology strategies found by researchers. The results of the research by Rama et al. (2018) found four types of apology strategies, namely remedial support, indirect strategies, direct strategies, and evasive strategies. Abedi et al. (2016), Nisa & Sutrisno (2018), Maulana & Hardjanto (2019), and Farenkia (2022) research results only found two types of apology strategies, namely direct strategies and indirect strategies. Furthermore, the research results of Wardoyo (2014) and Nabilah & Aliah (2016) found five types of apology strategies, namely IFID, expression of responsibility, explanation, an offer of repair, and promise of forbearance. So the researcher assumes that the results of this study are not in line, possibly due to the use of a different framework. In addition, it may be due to the various situations the speaker faces when apologizing. For example, when the

speaker faces a situation that is not too serious, the hearer responds positively to the apology, the speaker's background, the closeness of the relationship between the speaker and the hearer, and the speaker's ignorance make him have to express an apology.

Moreover, the results of this study indicate that there are seven functions of apology. The functions of the apology are, to convey regret, to assign responsibility, to deny the occurrence of the wrongdoing, to minimize the utterer's responsibility, to admit having done wrong, to indicate a wish for forgiveness, and to abjure bad behavior and promise never to do the act. The results of this study support the theory put forward by Lakoff (2003). However, the results of this study are not in line with the results of Nabilah & Aliah's research (2016). This is due to the difference in the number of apology functions found by researchers. The results of Nabilah & Aliah's research found five social functions of apology, these social functions are implicating contrition, asking to be forgiven, showing good manners, assuaging the addressee's wrath, and getting off the hook. So the researcher assumes that the results of this study are inconsistent due to differences in the number of apology functions found by researchers, as well as the use of different frameworks. The results of Nabilah & Aliah's research used Norrick's (1978) framework, while the results of this study used Lakoff's (2003) framework. In addition, not many previous studies have examined the function of apology, so there are not many research results regarding this matter. Therefore, the results of this study can provide a new understanding of what are the functions of an apology when someone expresses his apology to someone else.

4. CONCLUSION

The focus of this research is the apology strategies used by celebrities that they expressed on their social media. The purpose of this study is to find and know the types of apology strategies used and also the functions of apologies expressed by celebrities to the people they harmed. After the data analysis process, the researcher found five types of apology strategies used by celebrities, namely direct strategies, indirect strategies, remedial support, opting out, and evasive strategies. Then, in this study, the researcher analyzed the function of apology and found seven functions of apology, namely to convey regret, to assign responsibility, to deny the occurrence of the wrongdoing, to minimize the utterer's responsibility, to admit having done wrong, to indicate a wish for forgiveness, and to abjure bad behavior and promise never to do the act. Based on the results of the data analysis, it can be concluded that direct strategies and indirect strategies are the most widely used apology strategies. This is because there is a relationship between the strategy and the function of apology; namely, to convey regret and to admit having done wrong. Direct strategies and indirect strategies are used because the speaker is in a situation that allows them to apologize both directly and indirectly, such as the closeness of the relationship with the listener, the background of the speaker, the problem is not too serious, and the good response from the listener to the apology.

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