APOLOGY STRATEGIES USED BY CELEBRITIES FOUND IN THEIR SOCIAL MEDIA

Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree of English School of Teacher Training and Education

By

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APPROVAL

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RESEARCH PAPER

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APOLOGY STRATEGIES USED BY CELEBRITIES FOUND IN THEIR SOCIAL MEDIA

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TESTIMONY

I am as the researcher, the undersigned beneath:

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I testify that this research is the result of my own work and there is no plagiarism in it. To the best of my belief and knowledge, no opinion has ever been made and published before, except for written references contained in this study and mentioned in the bibliography. If there is an untrue statement from the results of this study, I am willing to take full responsibility and accept academic sanctions in accordance with applicable regulations.

Surakarta, 15 May 2023

The Researcher

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The Writer

MOTTO

Indeed, Allah loves those who put their trust (in Him)

(Quran 3:159)

Don't be afraid, I am with you all the time, listening and seeing

(Quran 20:46)

DEDICATION

I proudly dedicate this research to:

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2. My beloved parents, Agus Darmoko and Wiwin Kunarwati. Thank you for the encouragement, motivation, support both materially or spiritually, love and affection, as well as endless prayers for me.
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ABSTRAK

Agwina Salma Meilina / A320190001. **PENGGUNAAN STRATEGI PERMINTAAN MAAF OLEH PARA SELEBRITI DALAM SOSIAL MEDIA MEREKA.** *Skripsi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Muhammadiyah Surakarta.*

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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, dan remedial support. 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

ABSTRACT

Agwina Salma Meilina / A320190001. **APOLOGY STRATEGIES USED BY CELEBRITIES FOUND IN THEIR SOCIAL MEDIA.** *Research paper. Faculty of Teacher and Training Education. Muhammadiyah University of Surakarta.*

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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, and remedial support. 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

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