CHAPTER I
INTRODUCTION

In this chapter, the researcher presents the introduction. This introduction include six parts, namely background of the study, limitation of the study, problem statement, objectives of the study, benefits of the study, and research paper organization.

A. Background of The Study

In our life, 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, we 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. Then 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 listeners. 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. So it can be interpreted that language is an important medium in communication.

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 we can communicate with other people 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 do not know or 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 inviting, asking, offering, requesting, apologizing, 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.

Austin (1962) suggested three types of speech act, namely locutionary, illocutionary and perlocutionary. Speech acts have different purposes, such as thanking, asking, and apologizing. Then Searle (1980) suggested five classifications of speech acts, namely declarative, expressive, directive, commissive, and representative. Based on the classification of speech acts proposed by Searle, apologies fall into the expressive category used by the speaker to convey his 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). And in the research that will be conducted, the researcher focuses more on expressive speech acts, namely

apologies. This means that the speaker expresses his feelings by apologizing to the other person (the hearer).

An apology is a form of speech act used to apologize to others for mistakes that have occurred. A speech act is a study of how speakers and listeners use language. It can be interpreted that a speech act is a word or action that refers to an action that contains a specific purpose when the speaker says something. In addition, when talking to other people in a conversation, the speaker does not only speak in the source language but also has to interpret the meaning of the speaker to the other person. The speaker must be able to make the listener understand the meaning of his speech. Apologies often occur in our lives. 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).

An apology can be defined as an expressive speech act in which the speaker attempts to stop the crimes he is responsible for and restore the balance between the speaker (S) and the hearer (H) (Holmes in Farenkia, 2022). On the other hand, Searle in Trosborg (1995) states that apologies are the result of paying off debts from the speaker to the listener, in which the listener is the victim of hurt caused by an offense committed by the speaker (Nabilah & Aliah, 2016). According to Engel (2001) there are at least five reasons for apologizing to others becomes very important. First, an apology shows respect for others. Second, an apology demonstrates your ability to take responsibility for your actions. Third, an apology shows that you care about the other person's feelings. Fourth, an apology shows that we are sincere. Finally, an apology shows that we want to make peace and restore relationships with others (Wardoyo, 2014).

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. In addition, apologies also have their function, both at a formal and functional level. The apology function also has a special purpose used by the speaker when making an apology. The apology function proposed by Lakoff (2003), in which he classifies the apology function 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) examined apology strategies with research subjects, namely Scream Queen TV Series. Then the same research was conducted by Maulana & Hardjanto (2019) regarding the apology strategy in The Crown TV Series. Furthermore, several research with the subjects of the characters in the movie were carried out by Larasati (2014) with the research subject being four movies, Nabilah & Aliyah (2016) with the research subject being the Proposal movie, Abedi et al (2016) with the research subject in the Revolutionary Road movie, and Nisa & Sutrisno (2018) with the subject of his research on the Harry Potter Movie Series. Apart from that, there are many similar studies regarding apology strategies but with different research subjects, such as research conducted by Wardoyo (2014) regarding the editor in online newspapers, Sari (2016) with research subjects namely English native speakers, Rama

et al (2018) with research subjects Chad Griffin's speech, Aboud (2020) who took English Foreign Language (EFL) postgraduate learners as research subjects, Abudin & Sundari (2021) with research subjects namely Indonesian public figures, and finally there is research conducted by Farenkia (2022) with research subjects namely Cameroon French.

Based on the explanation above, this research was conducted to fill the gap regarding the research subject by analyzing the apologies made by celebrities, as a real characters and 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). So, the researcher is interested in conducting a study about speech act – apology strategies entitled *"Apology Strategies Used by Celebrities Found in Their Social Media"*.

B. Limitation of The Study

The limit in this study is only on the analysis of the apology strategies uttered by the celebrities or famous figures, and also the functions of the apology found in the celebrities' social media. In analyzing the data, the researcher use apology strategies theory suggested by Trosborg (1995) and the functions of apology theory suggested by Lakoff (2003).

C. Problem Statement

Based on the background of the study and the limitation of the study, the researcher can identified some problems to answer in this study as follows:

1. What are the types of apology strategies used by the celebrities found in their social media?
2. What are the functions of the apology used by the celebrities found in their social media?

D. Objective of The Study

Based on the problem statement which have been formulated, the objectives of this study are as follows:

1. To identify the types of apology strategies used by the celebrities found in their social media
2. To analyses the function of apology that made by the celebrities found in their social media

E. Benefits of The Study

In this section, the researcher expected that the result of this study will be useful and make some contributions to theoretical and which make it essential for others.

1. Theoretically:
a. The results of this study are expected to help in generalizing apology strategies and understanding the importance of apology strategies in real everyday life.
b. The results of this study are expected to help in generalizing the functions of various apology strategies and the meanings of those spoken in real everyday life.
2. Practically:
a. For the pragmatic lecturer, they will get more information and insight about linguistics, especially about expressive speech act "apologizing". In addition, this research can be used for lecturers as a reference in teaching speech acts.
b. For future researchers, this research is looked forward to helping and can be used as a reference for future researchers who are doing better research in the same scope, namely the speech act of apology. Because the results of this study can help

them to increase their knowledge about the apology strategies and the functions of apology strategies.

F. Research Paper Organization

In this study divided the research paper into five chapters to make it easier to understand. The research paper organization in this study is based on the following arrangement:

CHAPTER I: Introduction, in this chapter is an introductory part that explains about the general background of the study, limitation of the study, problem statement, objectives of the study, benefits of the study, and research paper organization.

CHAPTER II: Review of Related Literature, in this chapter outlines the theories related to the research consist of pragmatics, speech acts, apology speech act, apology strategies, and functions of apology strategies.

CHAPTER III: Research Method, in this chapter explains about research method used in this study consist of research type, object of the study, subject of the study, data and data source, data collection technique, data validity, and data analysis technique.

CHAPTER IV: Findings and Discussion, in this chapter explains and discusses about the results of the research.

CHAPTER V: Conclusion and Suggestion, in this chapter explains about the conclusion of the research and recommends some possible approaches for the future research.