

# AN ANALYSIS OF APOLOGY EXPRESSIONS FOUND IN TWILIGHT MOVIE SERIES

Safina Almira Suseno, Dr. Mujazin. S.Pd., M.A.  
Department of English Education, Faculty Of Teacher Training And Education  
Universitas Muhammadiyah Surakarta

## Abstrak

Studi ini bertujuan untuk mengklasifikasikan strategi permintaan maaf yang digunakan oleh para tokoh dalam serial film *Twilight* serta mengklasifikasikan faktor yang mempengaruhi bagaimana para tokoh meminta maaf. Studi ini menganalisis semua ujaran yang terdiri dari ungkapan permintaan maaf yang diucapkan oleh para tokoh. Teknik pengumpulan data yang digunakan adalah analisis dokumen. Data dianalisis dengan menggunakan teori strategi permintaan maaf oleh Ishihara & Cohen (2010) dan teori faktor permintaan maaf oleh Holmes (1989). Hasil penelitian menunjukkan bahwa dari 73 data yang ditemukan, peneliti hanya menemukan kurang dari sepuluh strategi permintaan maaf dan kurang dari dua belas faktor permintaan maaf. Strategi permintaan maaf yang digunakan oleh para tokoh adalah ungkapan sebuah permintaan maaf, penjelasan atau pertanggungjawaban, janji tidak akan mengulangi lagi, menerima kesalahan, mengekspresikan kekurangan diri, dan tawaran perbaikan. Faktor-faktor yang mempengaruhi bagaimana karakter meminta maaf adalah orang yang akrab, teman yang sangat dekat, teman, kenalan jauh, orang asing, ringan, sedang, keras, ke atas, sama, dan ke bawah. Menariknya, peneliti tidak hanya menemukan satu strategi permintaan maaf, peneliti juga menemukan kombinasi dari dua strategi permintaan maaf. Peneliti menemukan bahwa semua faktor permintaan maaf berada dalam bentuk kombinasi.

**Kata Kunci:** faktor permintaan maaf, serial film, strategi permintaan maaf, ungkapan permintaan maaf.

## Abstract

This study aims at classifying apology strategies used by the characters in *Twilight* movie series as well as classifying factors that influence how the characters apologize. This study analyzed all utterances consisting of apology expressions uttered by the characters. The technique of collecting data was document analysis. The data were analyzed by using apology strategies theory by Ishihara & Cohen (2010) and apology factors theory by Holmes (1989). The findings showed that from the 73 data discovered, the researcher only found less than ten apology strategies and less than twelve apology factors. Apology strategies used by the characters were expression of an apology, explanation or account, promise of non-recurrence, accepting the blame, expressing self-deficiency, and offer of repair. Factors that influence how the characters apologize were intimates, very close friends, friends, distant acquaintances, strangers, light, medium, heavy, upwards, equal, and downwards. Interestingly, the researcher does not only find single apology strategy, the researcher also finds combination of two apology strategies. The researcher finds that all of the apology factors are in combination forms.

**Keywords:** apology expression, apology factor, apology strategy, movie series.

## 1. INTRODUCTION

Nowadays, movie and society cannot be separated. Movie has become daily needs for people. They watch movie to entertain themselves. A movie is a series of still images that are rapidly projected onto a screen with the help of light (Andrew, 2022). Movie does not only present good appearance, movie also presents communication between the characters. In the movie, there must be communication between the characters (Liu & Chen, 2021). Communication happens when the characters interact with one another. Maulana & Hardjanto (2019) defined communication as a process of exchanging message and information among more than one person either verbally or non-verbally. People have to communicate with each other for expressing their thoughts, ideas, knowledge, feelings, and desires. Communication is sometimes difficult to understand so misunderstandings often happen. However, this can be resolved by apologizing. People may find themselves in a situation where they must apologize to the person with whom they have communicated (Nisa & Sutrisno, 2018).

Apology can be in the form of word or action where the speaker expresses his regret for the mistake(s) he has done. According to Horn & Ward (2004), apology is an act of expressing regret and thus acknowledging, the speaker may have harmed or irritated the hearer. Apology is a natural thing that happens in everyday life because people are bound to make mistakes. After making a mistake, they then apologize. Apologizing cannot be separated from daily living because sometimes something goes wrong when interacting with others. Apology is a commonplace prevalence in daily living (Bilfirdausi, 2019). It can occur intentionally or unintentionally so that in such situation requires people to apologize (Haristiani & Sopiyan, 2019).

Although expressing an apology often happens, it is a crucial thing to do. By expressing an apology, it means that we show respect, we are able to take responsibility for our actions, we care about others' feelings, and we are able to empathize with others (Engel, 2001).

Different conditions of the mistakes can influence different apology strategies. People must choose and use an apology strategy appropriately so that the apology can be expressed properly and effectively. To express apology successfully, we must apply specific apology strategies (Alfgha & Mohammadzadeh, 2021).

Apology is delivered differently depending on whom we are talking to and the degree of the mistake. The selection of an apology strategy really depends on the factors

that influence how people apologize. In apology, the factors that influence the action of expressing apology must be considered along with the apology strategy (Abedi et al., 2016).

The researcher chooses *Twilight* movie series as the data source. *Twilight* movie series has many expressions on it such as compliment, request, complaint, promise, invitation, and apology. In this research, the researcher chooses apology expression because it is the expression that appears the most. The researcher finds phenomena in *Twilight* movie series where there are expressions of apology uttered by the characters as follows:

**Phenomenon 1: Bella hits Jacob's arm accidentally**

Bella: **"Sorry."**

Billy brings a car for Bella. Bella wants to try it right away. When Bella opens the car door, Jacob walks beside it so it hits his arm accidentally. Because Bella and Jacob are childhood friends and the power between them is equal, she apologizes to him by simply saying "Sorry."

**Phenomenon 2: Bella hits Mike's nape with a volleyball accidentally**

Bella: **"I'm sorry. I told them not to let me play."**

Bella is offered to play volleyball by the volleyball players. She tells them that she cannot play volleyball. Suddenly Jessica throws a volleyball at Bella and then Bella throws it in a random direction. Unfortunately, it hits Mike's nape. Since Bella and Mike are just school friends and the power between them is equal, she apologizes to him by saying "I'm sorry." Because she hits his nape with the volleyball accidentally, she apologizes to him again by defending herself by saying that she has told the volleyball players not to let her play.

**Phenomenon 3: Taylor pulls Mike's chair forcefully and makes him fall**

Taylor: **"Sorry I had to mess up your game, Mike!"**

Mike and Eric talk to each other peacefully then Taylor comes in. Taylor teases Mike by pulling his chair forcefully. Mike falls off the chair. Since Taylor and Mike are best friends and the power between them is equal, Taylor apologizes to Mike by simply saying "Sorry". Because he teases him by pulling his chair forcefully that makes him fall off the chair, he apologizes to him again by explaining that he has to ruin his activity.

Bella and Jacob are childhood and the offence that occurs is light (she hits his arm

accidentally) so she just says “**Sorry**” to him. Even though the offence that occurs between Bella and Mike is medium (she hits his’s nape with a volleyball accidentally), they are school friends so she apologizes to him by saying “**I’m sorry**” and she also defends herself by saying that she has told the volleyball players not to let her play. Taylor and Mike are best friends so he apologizes to him by simply saying “**Sorry**”, but the offence that occurs between them is medium (Taylor pulls Mike’s chair forcefully and makes him fall) so Taylor apologizes to Mike again by explaining that he has to ruin his activity. Considering the phenomena of apology strategies and apology factors, the researcher is attracted to conduct a research that has title *An Analysis of Apology Expressions Found in Twilight Movie Series*.

## **2. METHOD**

This research belongs to the type of descriptive qualitative research as it describes the phenomenon of apology expressions uttered by the characters in *Twilight* movie series. The objects of this research are apology strategies used by the characters and factors that influence how the characters apologize. The data are all utterances consisting of apology expressions uttered by the characters in *Twilight* movie series. Meanwhile, *Twilight* movie series and transcripts of the movie are the sources of data. The movie as the primary data watched from (<https://www.vidio.com>), while the transcripts as the supporting data are retrieved from (<https://sublikescript.com>) and (<https://www.springfieldspringfield.co.uk>). This research uses document analysis as the technique of collecting data. The followings are the steps of data collection. First of all, the researcher watches *Twilight* movie series multiple times. After that, the research reads the movie transcripts carefully to find the utterances consisting of apology expressions. Then, the researcher writes down the data. The data are not only checked by the researcher, the researcher’s supervisor also checks the data. Hence, the researcher uses researcher validity in the form of expert judgement. The researcher analyzes the data by using theory of apology strategies by Ishihara & Cohen (2010) and theory of apology factors by Holmes (1989). There are six steps of data analysis in this research. First, the researcher re-writes the data of utterances consisting of apology expressions in the data sheet. Second, the researcher classifies the data into apology strategies and apology factors. Third, in the data sheet, the researcher gives each datum a code with the number

of data/the character(s)' name/the apology strategies/the apology factors (ex. Datum 1/BL/EOAA/VCF-EQL-LGT). Fourth, after the researcher puts the data into the data sheet correctly, she counts the occurrence of each apology strategies and apology factors. Fifth, the researcher analyzes utterances containing apology strategies using Ishihara & Cohen's (2010) theory and utterances containing apology factors by using Holmes' (1989) theory. Lastly, the researcher draws the final conclusion from the analysis that has been done.

### 3. FINDINGS AND DISCUSSION

#### 3.1. Findings

##### 3.1.1. Apology Strategies Used by the Characters in *Twilight* Movie Series

There are 73 data discovered. From the 73 data, the researcher found that eleven apology strategies are used by the characters in *Twilight* movie series, namely (a) accepting the blame, (b) promise of non-recurrence, (c) expression of an apology, (d) offer of repair, (e) explanation or account, (f) accepting the blame + expression of an apology, (g) accepting the blame + offer of repair, (h) promise of non-recurrence + expression of an apology, (i) expression of an apology + accepting the blame, (j) expression of an apology + expressing self-deficiency, and (k) expression of an apology + explanation or account. The data are presented below.

Table 1. The Data of Apology Strategies

No	Apology Strategies	Frequency	Percentage
1	Accepting the Blame	6	8.2%
2	Promise of Non-Recurrence	8	10.9%
3	Expression of An Apology	33	45.2%
4	Offer of Repair	1	1.4%
5	Explanation or Account	1	1.4%
6	Accepting the Blame + Expression of An Apology	1	1.4%
7	Accepting the Blame + Offer of Repair	1	1.4%
8	Promise of Non-Recurrence + Expression of An Apology	1	1.4%
9	Expression of An Apology + Accepting the Blame	6	8.2%
10	Expression of An Apology + Expressing Self-Deficiency	2	2.7%
11	Expression of An Apology + Explanation or Account	13	17.8%
Total		73	100%

Based on the findings, expression of an apology is the most used strategy by the

characters. They prefer to apologize by simply saying “Sorry” or “I’m sorry”. In some cases, they usually mention the other person’s name and add an intensifier or an adverb. The main character of *Twilight* movie series is Bella. In this series, Bella has a lot of close friends. Automatically Bella and her close friends are the characters who interact the most. In addition, the offences that often occur between Bella and her close friends are trivial offences. So it can be said that expression of an apology is most widely used apology strategy by the characters.

Compared to the theory stated by Ishihara & Cohen (2010), which has ten apology strategies, the researcher only found 6 out of 10 apology strategies. The researcher did not find lack of intent, blaming of the listener, denying responsibility/not accepting the blame, and implicit expression of responsibility. Therefore, this research is relevant to Ishihara & Cohen’s (2010) apology strategies theory.

The study conducted by Kristanti et al. (2015) has one similarity with this current study. The finding in the previous study is the same as this current study. The previous study showed that the mostly used apology strategy by the characters is expression of apology. In this current study, the most commonly used apology strategy is expression of an apology. The difference is the previous study used apology strategies theory from Fraser (1981), while this current study used Ishihara & Cohen’s (2010) theory.

This current research is in line with the research conducted by Jessy & Sembodo (2019). The similarity between both researches lies in the findings. The previous research revealed that the most frequently used apology strategy was IFID. In this current research, the most commonly used apology strategy is expression of an apology. The difference between the previous research and this present research lies in the technique of collecting data. The technique of collecting data from the previous research was questionnaire. Meanwhile, the technique of collecting data from this current research is documentation analysis.

The study conducted by Maulana & Hardjanto (2019) has two similarities with this current study. The techniques of collecting data of both studies are documentation. The similarity between both studies lies in the findings. The previous study showed that IFIDs was the most used apology strategy. In this current study, the most commonly used apology strategy is expression of an apology. The difference between both studies lies in the data source. The data sources of the previous study were *The Crown TV Series* season

one and season two. Meanwhile, the data sources of this current study are *Twilight* movie series.

The research conducted by Retnowaty & Maulida (2019) has a similar finding with this present research. The previous research revealed that the most frequently used apology strategy was explicitly apologizing. The most commonly used apology strategy in this present research is expression of an apology. The difference between the previous research and this present research lies in the data. The data of the previous research were the answers to DCT done by university students. Meanwhile, the data of this present research are all utterances consisting of apology expressions uttered by the characters in *Twilight* movie series.

This present study is also in line with the study conducted by Aboud (2020). The similarity between both studies lies in the findings. The previous study showed that IFIDs was the most used apology strategy. In this current study, the most commonly used apology strategy is expression of an apology. The difference is the previous study used Olshtain & Cohen's (1983) apology strategies theory, while this present study uses apology strategies theory by Ishihara & Cohen (2010).

The finding in the study conducted by Alahmad & Alkasassbeh (2020) is the same as this current study. The previous study revealed that the most frequently used apology strategy was *sorry*. In this current study, the most commonly used apology strategy is expression of an apology. The difference is the previous study used apology strategies theory from Leech (2014), while this current study uses Ishihara & Cohen's (2010) apology strategies theory.

This present study also has a close relationship with the study conducted by Alrshoudi (2020). The previous study showed that offering repair was the least commonly used apology strategy. In this present study, offer of repair is one of the least used apology strategies. The difference is the previous study examined apology expressions expressed by Qassimi Arabic speakers, while this present study examines apology expressions uttered by the characters in *Twilight* movie series.

This current research has a close relationship with the research conducted by Al-Sallal & Ahmed (2020). The similarity of both researches lies in the findings. This previous research revealed that the respondents used the apology strategy combination of IFIDs + an explanation the most. In this current research, the most commonly used

apology strategy combination is expression of an apology + explanation or account. The difference between the previous research and this current research lies in the data. The data of the previous research were the responses of the participants to informal (natural) situations where they were unafraid to express how they felt about various social situations. Meanwhile, the data of this current research are all utterances consisting of apology expressions uttered by the characters in *Twilight* movie series.

However, the study conducted by Banikalef et al. (2015) contrasts with this current study. The previous study showed that the most commonly used apology strategy in Jordanian Arabic language was acknowledging responsibility, while this current study revealed that the most frequently used apology strategy by the characters in *Twilight* movie series is expression of an apology. There is no similarity between the previous study and this current study.

The finding of the research conducted by Abudin & Sundari (2021) is very different from the result of the current research. In the previous research, explanation was the most frequently used apology strategy. Meanwhile, explanation is the least used apology strategy in this current research. Even though the findings of both researches are different, both researches have similarities that lie in the technique of collecting data. Both researches use document analysis to gather the data.

The research conducted by Farenkia (2022) also contrasts with this present research. The previous research showed that the respondents used direct and indirect apology strategies. Meanwhile, this current research does not discuss direct and indirect apology strategies at all because there is no such strategy in Ishihara & Cohen's (2010) apology strategies theory. There is no similarity between the previous research and this present research.

### 3.1.2. Factors that Influence How the Characters in *Twilight* Movie Series Apologize

The researcher found that fifteen factors that influence how characters in *Twilight* movie series apologize, namely (a) very close friends + equal + light, (b) friends + equal + light, (c) very close friends + equal + medium, (d) strangers + equal + light, (e) friends + equal + heavy, (f) intimates + downwards + light, (g) intimates + upwards + light, (h) intimates + equal + heavy, (i) intimates + equal + medium, (j) intimates + equal + light, (k) distant acquaintances + downwards + light, (l) intimates + downwards + medium, (m) very close friends + equal + heavy, (n) intimates + downwards + heavy, and (o) intimates + upwards



+ heavy. The data are presented below.

Table 2. The Data of Apology Factors

No	Apology Factors	Frequency	Percentage
1	Very Close Friends + Equal + Light	13	17.8%
2	Friends + Equal + Light	3	4.1%
3	Very Close Friends + Equal + Medium	7	9.6%
4	Strangers + Equal + Light	6	8.2%
5	Friends + Equal + Hard	3	4.1%
6	Intimates + Downwards + Light	5	6.8%
7	Intimates + Upwards + Light	10	13.7%
8	Intimates + Equal + Hard	3	4.1%
9	Intimates + Equal + Medium	7	9.6%
10	Intimates + Equal + Light	10	13.7%
11	Distant Acquaintances + Downwards + Light	1	1.4%
12	Intimates + Downwards + Medium	1	1.4%
13	Very Close Friends + Equal + Hard	2	2.7%
14	Intimates + Downwards + Hard	1	1.4%
15	Intimates + Upwards + Hard	1	1.4%
Total		73	100%

Based on the findings, very close friends + equal + light are the most influential factors on how the characters apologize. Best friends and childhood friends have a high sense of apologizing even if the offence is trivial because they do not want to ruin their relationship. The main character of *Twilight* movie series is Bella. In this series, Bella has a lot of close friends. Close friends are included in very close friends factor. The power between Bella and her friends is the same. People who have the same power are included in equal factor. In addition, the offences that often occur between Bella and her close friends are trivial offences. Trivial problems are included in light factor. So, factors that influence how the characters apologize that appear most often are very close friends + equal + light factors.

Compared to the theory stated by Holmes (1989), which has twelve apology factors, the researcher found 11 out of 12 apology factors. The researcher did not find colleagues factor. Therefore, this research is relevant to Holmes' (1989) apology factors theory.

This current study is in line with the research conducted by Suryadi (2007). The previous study showed that social distance and degree of offense influenced how people apologize. The difference between this current study and the previous study lies in the absence of social status factor in the previous study.

However, the finding of the research conducted by Handayani (2010) contrasts with this current research finding. The previous research showed that the factors that influence how the characters apologize were the relative familiarity between the interactant, the severity of the infraction, and the situation in which the infraction occurs. Meanwhile, there is no apology factor regarding situation in this current research because the apology factors in this current research are social distance, seriousness of offense, and power or status. Even though the findings of both researches are different, both researches have similarities that lie in the data source. The data sources of both researches are literary works.

The finding of the research conducted by Kristanti (2016) also contrasts with this current research finding. The finding of the previous study showed that the reasons for the apology strategies carried out by the characters were due to the offence, cultural background, social status, and social distance of the participants. Meanwhile, there is no apology factor regarding cultural background in this present research because the apology factors in this present research are social distance, seriousness of offense, and power or status. Even though the findings of both researches are different, both researches have similarities that lie in the technique of collecting data. Both researches use document analysis to gather the data.

#### **4. CONCLUSION**

The researcher investigates apology strategies and apology factors of apology expressions uttered by the characters in *Twilight* movie series. The researcher finds less than ten apology strategies and less than twelve apology factors. Interestingly, the researcher does not only find single apology strategy, the researcher also finds combination of two apology strategies. The researcher finds that all of the apology factors are in combination forms. The genre of *Twilight* movie series is romance so the researcher can find many apology expressions in this movie. The characters in romance movie tend to use their feelings so they apologize more often than the

characters in other movie genres. The researcher suggests other researchers carry out further researches on apology strategies and apology factors with different theories and data sources to expand researches on this notion. The data sources can be taken from real-life conversations or speeches as it will be more natural for observing apology expressions.

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