

**A STUDY OF APOLOGY STRATEGIES USED IN JAMES CHARLES'
YOUTUBE CHANNEL "NO MORE LIES, I INVITED TO MET GALA,
AND COACHELLA VLOG 2022"**

RESEARCH PAPER



**Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree
in Department of English Education**

**Proposed by
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**SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2023

APPROVAL

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A handwritten signature in blue ink, appearing to read 'Agus Wijayanto', with a large, stylized initial 'A'.

Approved by consultant

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ACCEPTANCE

A STUDY OF APOLOGY STRATEGIES USED IN JAMES CHARLES' VIDEO
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Accepted by the Board of Examiner
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On Surakarta, December 4th, 2023

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I testify that this research paper is my own result and there is no plagiarism. To the best of my knowledge and belief, no opinion has ever been written or published before, except for the written references which are referred in this research paper and mentioned in the references. If there is an incorrect statement from the results of this research paper, I will be fully responsible and willing to accept academic sanctions in accordance with applicable regulations.

Surakarta, December 4th 2023

The Researcher



HILDA MULIANITA

A320190194

MOTTO

“Allah tidak membebani seseorang melainkan sesuai dengan kesanggupannya”

(Q.S Al-Baqarah, 2: 286)

“Maka sesungguhnya bersama kesulitan itu ada kemudahan.

Sesungguhnya bersama kesulitan itu ada kemudahan”

(Q.S Al-Insyirah, 94:5-6)

“Allah is the best planner”

“God has perfect timing, never early, never late. It takes a little patience and it takes a lot of faith, but it’s a worth the wait”

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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- Finally, I hope Allah almighty repays all those who have helped. Hopefully this thesis can bring benefits to all of us.

Surakarta, 04 December 2023

The Writer



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ABSTRAK

HILDA MULIANITA. A320190194. *A Study of Apologies Used in James Charles' Video Youtube Channel "No More Lies, I Invited to Met Gala & Coachella Vlog 2022"*

Permintaan maaf adalah suatu peristiwa dalam berbicara yang digunakan oleh orang-orang untuk memperbaiki suatu hubungan. Kejadian seperti itu dapat terjadi dilingkungan sekitar seperti disekolah, di keluarga, ditempat kerja, dan lain-lain. Permintaan maaf itu sendiri dapat dilakukan dengan bahasa yang biasanya dilakukan oleh orang-orang karena mereka menggunakan kata permintaan maaf untuk mengakui kesalahan atau terjadinya kesalahpahaman. Penelitian ini bertujuan untuk mengetahui strategi-strategi permintaan maaf yang digunakan oleh netizen dan mengetahui alasan dibalik permintaan maaf itu sendiri yang diambil dari kolom komentar youtube James Charles yang berjudul "No More Lies, I Invited to Met Gala, dan Coachella Vlog 2022.

Penelitian ini menggunakan metode kualitatif. Dalam penelitian ini menggunakan content analisis sebagai teknik analisis data dan teknik pengumpulan data yang digunakan adalah documentation, dalam menemukan strategi permintaan maaf. Ada 4 langkah dalam menganalisis data. Pertama, menemukan dan memahami konteks dari kalimat permintaan maaf yang digunakan oleh netizen dikolom komentar. Kedua, mengidentifikasi dan mendeskripsikan kalimat tersebut sesuai dengan kategori. Ketiga, menganalisis dan mengkategorikan berdasarkan teori dari Olshtain & Cohen. Terakhir, membuat kesimpulan dari analisis tersebut.

Hasil dari penelitian ini menunjukkan bahwa terdapat beberapa kategori strategi permintaan maaf yang digunakan oleh netizen dikolom komentar youtube James Charles adalah ekspresi permintaan maaf terdapat tiga bentuk (ekspresi menyesal, ekspresi meminta maaf, dan permintaan pengampunan), penjelasan tentang situasinya, mengakui pertanggung jawaban ada lima bentuk (mengakui kesalahan, menolak kesalahan, mengekspresikan kekurangan diri, mengakui bahwa orang lain benar, dan menyatakan mengekspresikan kurangnya niat), memberikan tawaran perbaikan, dan janji untuk bersabar. Selain itu, terdapat alasan dari permintaan seperti alasan karena terlambat, alasan karena berbuat kesalahan, alasan karena membawa orang lain yang membencinya, karena tidak sengaja melakukannya, karena tidak respek, karena merasa bimbang/ragu, dan karena menyalahkan orang lain.

Akhirnya, peneliti berharap kepada peneliti selanjutnya yang tertarik untuk meneliti strategi permintaan maaf, skripsi ini dapat menjadi pedoman untuk menganalisis lebih dalam mengenai strategi permintaan maaf in komen youtube.

Kata kunci: linguistik, speech act, strategi permintaan maaf, komen youtube

ABSTRACT

HILDA MULIANITA. A320190194. *A Study of Apologies Used in James Charles' Video Youtube Channel "No More Lies, I Invited to Met Gala & Coachella Vlog 2022"*

An apology is an act of speech used by people to repair a relationship. Such events can occur in the surrounding environment such as at school, in the family, at work, and others. The apology itself can be done with language that is usually done by people because they use the word apology to admit mistakes or misunderstandings. The purpose of this study is to find out the apology strategies used by netizens and what is the reasons for the apology itself taken from James Charles' youtube comment column entitled "No More Lies, I Invited to Met Gala, and Coachella Vlog 2022.".

This research used qualitative methods. This research uses content analysis and the data collection technique used is documentation, in finding apology strategies. There were four steps in analyzing the data. First, finding and understanding the context of the apology sentences used by netizens in the comment's column. Second, identify and describe the sentence according to the category. Third, analyze and categorize based on Olshtain & Cohen's theory. Finally, draw conclusions from the analysis.

The results of this study indicated several categories of apology strategies used by netizens in James Charles' YouTube comments column, namely the expression of apology there are three forms (expression of regret, expression of apology, and request for forgiveness), explanation of the situation, acknowledging responsibility there are five forms (admitting mistakes, rejecting mistakes, expressing self-deficiencies, admitting that others are right, and expressing a lack of intention), an offer of repair and a promise of forbearance. In addition, there are reasons for the request such as reasons for being late, reasons for making mistakes, reasons for addresses other people who hate him, for did not do it on purpose, feels anxious/uneasy, for did not respect, and for blaming someone else.

Finally, the researcher hopes that future researchers who are interested in researching apology strategies can use this thesis as a guideline to analyze more deeply the apology strategies in YouTube comments.

Keywords: linguistics, speech act, apology strategy, youtube comments

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