

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

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Abstrak

Permintaan maaf adalah suatu peristiwa dalam berbicara yang digunakan oleh kebanyakan orang untuk memperbaiki suatu hubungan. Kejadian tersebut dapat terjadi dilingkungan sekitar, seperti disekolah, dikeluarga, ditempat kerja, dan lain-lain. Permintaan maaf itu dapat terjadi karena mereka telah mengakui kesalahan atau terjadinya kesalahpahaman. Penelitian ini bertujuan untuk mengetahui strategi-strategi permintaan maaf yang digunakan oleh netizen dan alasan dari permintaan maaf itu sendiri yang diambil dari komentar youtube James Charles yang berjudul "No More Lies, I Invited to Met Gala & Coachella Vlog 2022". Selanjutnya, penelitian ini menggunakan metode kualitatif dalam menemukan strategi permintaan maaf. Teori yang digunakan dalam penelitian ini adalah teori Olshtain & Cohen (1983). Hasil dari penelitian ini menunjukkan bahwa terdapat beberapa kategori strategi permintaan maaf yaitu expression of apology/IFID, explanation of the situation, acknowledge of the responsibility, an offer of repair, dan promise of forbearance. Peneliti berharap kepada peneliti selanjutnya yang tertarik untuk meneliti strategi permintaan maaf, penelitian ini dapat menjadi pedoman dalam menganalisis lebih dalam mengenai strategi permintaan maaf dari komentar youtube.

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

Abstract

An apology is an event in speech that is used by most people to repair a relationship. These actions can occur in the surrounding environment, such as at school, in the family, at work, and others. The apology can occur because they have admitted mistakes or misunderstandings. This study aims to determine the apology strategies used by netizen and the reasons for the apology itself taken from James Charles' YouTube comment entitled "No More Lies, I Invited to Met Gala & Coachella Vlog 2022". Furthermore, this research uses qualitative methods in finding apology strategies. The theory used in this research is Olshtain & Cohen's theory (1983). The results of this study show that there are several categories of apology strategies, namely expression of apology/IFID, explanation of the situation, acknowledgment of the responsibility, an offer of repair, and promise of forbearance. The researcher hopes that for future researchers who are interested in researching apology strategies, this research can be a guideline in analyzing more deeply the apology strategies of YouTube comments.

Keywords: linguistic, speech act, apology strategy, youtube comment

1. INTRODUCTION

An apology is an act in which the speaker admits if he or she made a mistake to the hearer (Primadini, 2018). For expressing apology, speakers can use utterances such as, *"I'm sorry, I accidentally dropped your drink"*. Another example *"I'm sorry, has he bothering you?"*. The speakers can use that utterance when are bothering others. Fraser (1981) identifies five factors that influence certain apology are being used. They are the nature of infraction, the severity of the infraction, the situation in which the infraction occurs, the familiarity between the interactants and the gender of interactants. So, People apologize one to other with different strategies. Trosborg (1995) divides eight types of apology strategy, namely: rejection (opting out), minimizing the degree of offense, acknowledgement of responsibility, explanation or account, expression of apology, offer of repair, promise forbearance, and expressing concern for the hearer.

To support this background, researcher found previous research that discussed apology strategies that obtained data from social media. This is supported by research from Binraya and Panjaitan (2020) that examined Paul's written apology and videos taken from his personal Twitter and YouTube accounts. Research by Ismail, Zaidi, Rani, Kamaruzaman, and Abdullah (2022) explored the strategies used by Malaysian public figures in making apology statements through social media. Research by Nuyen (2021) examined an apology in YouTube commentary channels. Research from Sandlin and Gracyalny (2018) studied apologies as image repair. Research from Lutzky (2017) explored an apology in the Birmingham blog corpus". Lastly, research by Xu (2017) explored an apology strategy used by public figure in the open letters Chinese and English.

In addition, there are previous research that discussed apology strategies used in movies, for example research by Nabilah and Aliah (2015) examined apologies strategies used by the character in Proposal movie. Research by Abedi, Bidabadi, and Salehi (2016) explored the apologies as politeness strategies in Revolutionary Road movie. Research by Larasati (2018) discussed apology strategy used by the characters in four cartoon movies and last research by Nisa and Sutrisno (2018) studied an apology strategy in Harry Potter movie series.

In addition to social media and movies, researcher found some research that discusses apology strategies different areas. Research by Altayari (2017) explored sociolinguistic study of the speech act of apology by saudi speakers. Research by Hudri and April (2018) examined an analysis of illocutionary acts of Hillary Clinton's concession speech to Donald Trump in presidential election. Ruth and Kuntjara (2016) examined an apology strategy used

by customers service at local bank. The research focuses to find the answer to the following questions: To find out the apology strategies used on netizen's comment on James Charles Video' Youtube Channel and to explain the reason of apologizing used in netizen's comment on James Charles Video' Youtube Channel.

2. METHOD

The author used qualitative research methods. Qualitative research is a way of doing research on natural object circumstances in which the researcher serves as the primary data source. The research findings focus primarily on meaning and are presented in a descriptive manner that follows the study objectives. In this study, the descriptive method of qualitative research was decided on. A study using the descriptive approach aimed to fully understand all aspect of social life and provide an accurate description of a phenomena based on the characteristics of the study (Pratchett, 1999). According to (Raharjo, 2018) descriptive method focuses on analyzing, compiling, and interpreting data. So that the form of data in this study is in the form of pictures or sentences, not numbers and has no measurements on numbers. The collects and analyzes data are expressed the form of written word or oral from subject and its behaviour can be obsered.

The data were collected by some steps. 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, making a conclusion from the analysis.

3. RESULT AND DISCUSSION

This part discusses what is apology used in people's comment on James Charles Youtube channel and what are the reasons of apologizing in comment on James CharlesVideo Youtube Channel. Each the data is discussed in accordance with the relevant theory.

3.1 What are apology strategies in People's comment on James Charles Videos Youtube Channel?

There are five strategies people use in making their apologies including according to Olshtain & Cohen (1986): IFID/Expression of apology, Explanation of the situation, acknowledge of the responsibility, an offer of repair, and promise of forbearance.

3.1.1 IFID/ an Expression of Apology

This strategy used by the speaker/writer to show their expression of something s/he feel or to do such expression of regret, apology, and forgiveness. This strategy becomes the

interesting thing to do because the speaker can show their feeling. Below are the data found regarding IFID.

@flores5962: *“So sorry, they tried to bring you down after you accomplished so much for the beauty community! You are great and a good person and better role model than these salty 40 years olds! So sad that it all happened around this time ruining this amazing moment for you”*

The comment above is from the video I Invited to Met Gala. The speaker in this video is James Charles, a beauty vlogger and in this video contains the story of his experience of being invited to a big event, namely the Met Gala. So, the form of English style is informal. He/she (netizen) said that he apologized because many of them tried to put him down from various things in the beauty world. She/he also expressed the feelings that James is actually a good and great person and can be a role model, and compared to Tati who is annoying. She/he also sad that this happened to James.

The sentence “So sorry” used by netizen. This sentence is classified into expression of regret which is characterized by the use of the word “sorry”. Netizen said it to show that she/he was apologizing for someone else’s mistake rather than explaining her/his situation.

@smartppl411: *“Sorry, I was on my vacation when you up ur video. So, I can’t watch early”*

This comment below is taken from the video I Invited to Met Gala. The speaker in this video is James Charles, a beauty vlogger and in this video contains a story about his experience of being invited to a big event, namely the Met Gala. So, the form of English style is Informal. In this sentence he uses a combination of IFID/expression of apology with explanation of the situation. She wrote that she was apologizing and accompanied by the situation. She said that she apologized for not being able to watch the video earlier because she was on vacation. That is why she apologized to James.

In the sentence, he uses the word "sorry" which is categorized into IFID/ expression of apology, and "I was on my vacation and can't watch early" is included in the explanation of the situation. He/she used the sentence to express that he was apologizing for a situation that made him/her late.

3.1.2 Explanation of the Situation

This strategy involves the speaker describing the events that took condition and provides a description of the situation that led to the offense.

@benbrndn89: *“I was late to reply, I was at school when posted it”*

This comment below is taken from a Coachella video. The speaker in this video is James Charles, a beauty vlogger. The video is about his story of being invited to perform at Coachella 2022. The use of English style spoken by him is informal. In this comment, he uses explanation of the situation as an expression of his apology. She said that she indirectly apologized by explaining the situation she was in. She apologized for being at school so it was late for her to reply to the comment.

In the sentence "I was late and I was at school" is a form of explanation of the situation which the writer/speaker uses to apologize without having to mention the word sorry. So, he/she immediately took advantage of the situation to apologize.

@marry_u: *"I once commented something really bad in one of your videos. I said the word I probably thought of and it just slipped"*

This comment below is taken from the video I was invited to Met Gala. The speaker in this video is James Charles, a beauty vlogger and in this video contains a story about his experience of being invited to a big event, the Met Gala. So, the form of English style is Informal. In this comment he uses explanation of the situation which is used as an expression of apology. He said that he indirectly apologized by explaining the situation that he experienced. He apologized because he had made a bad comment on James' video, and it was unintentional.

In the sentence "it just slipped" is the sentence she uses to apologize because it was unintentional. So, he uses explanation of the situation to apologize by directly explaining the situation he is in.

3.1.3 Acknowledge of the Responsibility

This strategy of apologizing in which the speaker makes an effort to clarify the mistakes leading to the violations.

@geckoo4590: *"It was my fault for being on Tati's side"*

This comment below is taken from the video I Invited to Met Gala. In this sentence she uses one of the branches of acknowledging responsibility, accepting the blame, as a statement to express her guilt or innocence. She says that she admits that she was at fault, because she defended Tati.

In the sentence, "it was my fault" used by her is a form of acknowledge of responsibility. She is saying that in this situation she is at fault for her actions. The author uses the sentence indirectly as a substitute for saying sorry.

@oppsigotit: *"@sahalhh.490 you know, I almost defended Tati, for not watching the vid you tagged me in. it's your fault, you didn't tell the truth about it"*

The comment above is taken from the video No More Lies. This video contains a clarification made by James Charles, due to a misunderstanding between him and his close friend. He (netizen) uses one of the branches of acknowledge of responsibility, namely denial of fault as an expression to admit his fault or not. He said that his friend did not tell the truth from the beginning, making him almost wrong in his defense.

In the sentence "it's your fault" used by her is a form of denial of fault. She says that in this situation she is not at fault, but rather her friend for not telling the truth. The author uses this expression as a form of apology.

3.1.4 An Offer of Repair

This strategy is performed by the speaker to repair the harm that he has done and that may harm others. He is offered to do anything or reimburse for a damage brought on by his careless act.

@mltvk8769: *"I've deleted lot of my comments cause I felt crossed the line too much"*

The comment above is taken from the video I Invited to Met Gala. In this video hosted by a beauty vlogger named James Charles. In this video he shares a story and a little vlog when he was invited to a big event, the Met Gala. In the comments, he makes a remedial offer to fix something that was caused by him. He said that he had deleted his comment because he felt it was too much.

The sentence "I've deleted a lot of my comments" used by her is a form of offer of repair where the writer takes responsibility for her mistake by deleting her comments that have crossed the line. So, the writer is explaining her situation, not someone else.

@marjoriecam3319: *"Better I privated or deleted the comments rather than making things worse"*

This comment above is taken from the video I Invited to Met Gala. In this video contains stories and a little vlog footage while he was invited to a big event, so the form of English use is informal. This video is hosted by James Charles, an American beauty vlogger. In his comment he/she (netizen) uses an offer of repair as an expression of apology. He wrote that he would hide or even delete his comment so as not to make things worse.

In her sentence "Better I private or deleted the comments" is a form of an offer of repair. She/he (netizen) uses the sentence to give responsibility to herself so that this problem does not get worse. In this situation, the writer explains her own situation.

3.1.5 Promise of Forbearance

This strategy is used when the speaker convinces the aggrieved party that whatever has happened will not happen again in the future. while the promise of forbearance relates

to cases where the speaker could have avoided the offense but did not do so, or perhaps repeatedly.

@normatuala1557: *“Let me tell you, I used to feel the same way as you. I fought with my best friend, maybe at that time we were both selfish and felt that we were right. But now we admit that we were both wrong, and **I just trying to move past and live my life**”*

The comment above is taken from the video No More Lies. The video is hosted by a beauty vlogger named James Charles from America. In the video he clarifies the problems that occurred between him and his close friend. In this sentence he uses the promise of forbearance. He (netizen) wrote the sentence because he had promised to forget the incident and try to make peace with his own life.

In the sentence used by netizen "I'm just trying to move past and live my life" is a form of promise of forbearance. She/he (netizen) wrote the sentence to show that she/he had promised not to do it again. that way others can know the intentions conveyed by him/her.

@shopieisfunny9490: *“Everyone has made mistake and that’s for sure. Because I also did it when I was in the 1st year of high school, but as time goes by I apologized to her and of course **I would never think about doing anything like that again**”*

This comment above is taken from the video No More Lies. In the video hosted by James Charles, which contains a clarification video about a problem he had with a close friend. In his sentence he uses the promise of forbearance. He/she (netizen) said that he had also made mistakes during his first year at school. He/she (netizen) wrote the sentence for because he had promised to never do something like that again.

In the sentence she/he (netizen) used "I would never think about like that" is a form of promise of forbearance. She wrote the sentence to show the form of her agreement with others. In this situation, she/he (netizen) is explaining about herself not others.

3.2 The Reason of Apologizing in Comment James Charles Videos Youtube Channel

3.2.1 Reason 1: Because the Writer Was Late

@benbrndn89: *“I was late to reply, I was at school when posted it”*

The speaker in this video is James Charles as a beauty vlogger from America, this video contains a story of being invited to perform at Coachella 2022. The netizen apologized by directly explaining the situation he was in. He said that he was late in replying to the comment because he was at school. Therefore, based on the context of the communication, the main reason the netizen apologized was because she was late in replying to the comment. Then she explained the reason why she was late.

@kyle5051: *“I was cancelled by 2 taxis that had been ordered, so I was 1 hour late to watch it”*

The speaker in this video is James Charles as a beauty vlogger who has many subscribers on his YouTube channel. This video contains his story of being invited to perform at the Coachella 2022. S/he apologized by explaining the circumstances he was in at the time. He said that he was late to the event because he got cancelled from the taxi he had booked earlier. Therefore, based on the context, the main reason she apologized was because she was late for the event. Then she explained the reason why she was late.

3.2.2 Reason 2: Because the writer made a mistake

@beowyr: *“Sorry for being so toxic last year, James. I love you, sister!”*

The speaker in this video is James Charles as a beauty vlogger which has many subscribers on his YouTube channel. This video contains about his experience of being invited to a big event, namely the Met Gala. she said that she apologized for being toxic on the last year. Therefore, based on the context of the communication, the main reason why she made the apology was that she was being toxic to James. Then she explained the reason why she was made a mistake.

@jaydataualaharris5599: *“I’m so sorry I should of waited for both sides of the story, my bad. I gained all the trust*

The speaker in this video is James Charles, he is beauty vlogger from America which has many subscribers on his YouTube channel. This video contains a story and clarification about the problem between him and his close friends due to misunderstanding. She said that she apologized for not waiting the video both of James and his friends, so that he would not easily believe different sources. Therefore, based on the context, the main reason why she made the apology was that she was being impatient in waiting for the video that uploaded by James and his friends. Then she explained the reason why she was made a mistake.

3.2.3 Reason 3: Because the Writer Addresses for People who Hate Him

@jilliamwolfer4987: *“I’m so sorry james about all the annoying people jerks who always hate on you”*

The speaker in this video is James Chaler, he is a beauty vlogger from America. In this video contains a story of being invited to perform in the big event, namely Coachella 2022. She said that she apologized for the people who hate on him. Therefore, based on the context of the comment, the main reason why she made an apology was from the annoying people who always hates James. Then she explained the reason why she addresses for people who hate him.

@flores5962: *“So sorry, they tried to bring you down after you accomplished so much for the beauty community! You are great and a good person and better role model than these salty 40 years olds! So sad that it all happened around this time ruining this amazing moment for you”*

The speaker of this video is James Charles, he is a beauty vlogger. This video contains his experience of being invited to the big event, namely Met Gala. She said that she apologized for the people who trying to bring his down even though she thinks that James is a good person and role model for her. Because of this, based on the context of the comment, the main reason why she made an apology was to make James feel bad the haters. Then she explained the reason why she’s addresses for people who hate him.

3.2.4 Reason 4: Because the Writer did not it on Purpose

@dmasasa_4070: *“I didn’t mean to do that. I’m not a guy like that, that’s not im trying to do”*

The speaker in this video is James Charles, he is a beauty vlogger from America. This video contains a story of being invited to perform in the big event, namely Coachella 2022. She said that she apologized for behaviour that other people thought he would do, even though he was not that kind of guy. Therefore, based on the context of the comment, the main reason why he made an apology was he did not try to do it. Then s/he explained the reason that he did not do it on purpose.

@sun_shine99: *“I didn’t see you, so I couldn’t greet you”*

The speaker in this video is James Charles, he is a beauty vlogger from America. In this video contains a story of being invited to perform in the big event, namely Coachella 2022. She said that she apologized for not greeting him on the event, because she did not see him. Because of this, based on the context of the comment, the main reason why she made an apology was she not greeting him. Then she explained the reason that she did not do it on purpose.

3.2.5 Reason 5: Because the Writer Feels Anxious/Uneasy

@mltvk8769: *“I’ve deleted lot of my comments cause I felt crossed the line too much”*

The speaker in this video is James Charles, a beauty vlogger and in this video contains a story about his experience of being invited to a big event, namely the Met Gala. she said that she apologized for deleting her comments because she thinks it was too much. Based on the context of the comment, the main reason why she made an apology was her comment crossed the line too much. Then she explained the reason why she feels anxious/uneasy.

@marjoriecam3319: *“Better I privated or deleted the comments rather than making things worse”*

The speaker in this video is James Charles, a beauty vlogger and in this video contains a story about his experience of being invited to a big event, namely the Met Gala. She said that she apologized for privatizing or deleting her comments because she did not want to make things getting worse. Therefore, based on the context of the comment, the main reason why she made an apology was she did not want to make the situation worse. Then s/he explained the reason why s/he feels anxious/uneasy.

3.2.6 Reason 6: Because the Writer did not Respect Him

@dianariverjackson6286: *“Wookies 123 jeffree is God. I’m sorry but I have so much respect for him and I completely adore him”*

The speaker in this video is James Charles, a beauty vlogger and this video contains a story about his experience of being invited to a big event, namely the Met Gala. She said that she apologized for not respect with James, but she has more respect with his friend. Therefore, based on the context of the comment, the main reason why she made an apology was she did not respect to that person. Then s/he explained the reason why s/he did not respect.

3.2.7 Reason 7: Because the Speaker Blames Someone Else

@oppsigotit: *“@sahalahh.490 you know, I almost defended Tati, for not watching the vid you tagged me in. it’s your fault, you didn’t tell the truth about it”*

The speaker of this video is James Charles as a beauty vlogger from America who has many subscribers on his youtube channel. This video contains a story and clarification about the problem between him and his close friends due to misunderstanding. She said that she apologized for blaming her friend, because she did not tell her the truth. Because of this, based on the context of the comment, the main reason why she made an apology was for almost defending the wrong person. Then s/he explained the reason why s/he was blaming someone.

3.3 Discussion

There were 5 apology strategies used by netizens in James Charles' YouTube comment column. These five apology strategies are IFID (Expression of apology), Explanation of The Situation, Acknowledge of The Responsibility, An Offer of Repair, and Promise of Forbearance.

Based on the data analysis, it can be concluded that the strategy for apologizing that is often used by netizens is IFID (expression of apology). This strategy is mostly used because the netizens make a lot of mistakes. Therefore, IFID strategy is the easiest strategy

for others to understand when apologizing compared to other strategies. This strategy is the most salient in apologizing. This is also supported by previous research findings, for example (Nabilah and Aliah, 2015; Zhanghong and Yanan, 2020) that found that the IFID strategy was the most dominant.

However, other studies do not find IFID as the first strategy. Other strategies such as explanation or account of cause are the most widely used strategies. This strategy may be difficult for some people to understand because the form of apologizing does not get straight to the point. So, it requires precision in grasping its meaning. For example, research (e.g., Nisa and Sutrisno, 2018; Wu and Zhang, 2020) pointed out that the explanation or account of cause strategy was the main strategy in apology communication between characters/people.

Besides the most widely used strategies, the study found all the strategies used by the people. This strategy is obtained from direct communication. This is supported by Alyatri (2017) who similarly found data from each apology strategy. There are also differences in research that find all the strategies used by people. This strategy is obtained from direct communication between customers and customer service. This is supported by Ruth and Kuntjara (2016) who found all the data from each strategy using Trosborg's theory, thus creating different strategies.

This study found 7 reasons why someone apologizes. The first reason is because the speaker is late. For this reason, there are 5 data that fall into this category. The second reason is because the speaker makes mistakes over himself. For this reason, there are 13 data that fall into this category. The third reason is when the speaker addresses for people who hate him. For this reason, there are 2 data that fall into this category. The fourth reason is when the speaker does not intend to do so. For this reason, there are 2 data that fall into this category. The fifth reason is because the speaker feels anxious or uneasy. For this reason, there are 3 data that fall into this category. The sixth reason is because the speaker is not respectful. For this reason, there is 1 data that falls into this category and the last is because the speaker blames others. For this reason, there is only 1 data that falls into that category.

So, based on the theory of Olshtain and Cohen (1986) that someone who apologizes must have a reason behind the utterance or text. people usually apologize because they make mistakes. It was found in this study that the reason for making mistakes was the highest frequency than other reasons. Because the nature of apologizing is to concede the mistake and it has meaning. This can be supported by several studies such as (Larasati, 2018; Sandlin and Gracyalyn, 2018; Sabila and Jusmaya, 2020;

Wan Ismail et al, 2022; Huh and Kim, 2022) state that the reason behind the apology made by a person/character is because they made a mistake.

Besides that, other studies do not consider the reason for the apology as making a mistake. This is supported by several studies such as (Nuyen, 2021; Hall, 2020) which state that the reason for the apology can be seen from the psychological. This can be different because previous research uses the theory of William L. Benoit, so the reason of the apology is also different. On the other hand, the study used YouTube commentary channels and Facebook as objects in collecting data.

4. CLOSING

The conclusion of this study examines the use of apology strategies used by the people in the comments on James Charles' youtube channel. This study also explained based on the analysis and discussion of the previous chapter. The aim of this study is to find the apology strategy used by the people and to know the reason of apologies strategy used by the people in the comment on James Charles 'YouTube channel.

Based on the result of the research, the researcher found that apology strategies mostly used by the people in the data is IFID/an expression of apology (such as expression of regret, expression of apology, and expression of forgiveness). Expression of apology is the strategy which is used by the people to express their regret, offer an apology, and request for forgiveness. This study also finds the other apology which used by the people, they are; explanation of the study, acknowledge of responsibility, an offer of repair, and promise of forbearance. The researcher also can conclude that there are some apology strategies which not found by the researcher that are IFID (expression of apology and expression of forgiveness) and from acknowledge of responsibility is (expressing of self-deficiency).

On the other hand, the function of apology strategy used by the people in the comment on James Charles 'YouTube video is asking apologize to other people when the performer do some mistakes (IFID), blaming himself/herself when the performer do some mistakes (acknowledge of responsibility), responsible for his/her own mistakes (an offer of repair) and make a promise to other people not to do it again (promise of forbearance). In addition, behind the utterance conveyed both orally or in writing, there must be a reason and purpose contained in the sentence.

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