CHAPTER I
INTRODUCTION

1.1 Background of the Study

Youtube is one of the sites that are visited by many internet users in the world. Youtube provides a wide variety of videos ranging from video clips to movies, and many of the users can create their own videos. On James Charles' YouTube channel, there he gave a lot of stories about his activities when participating in a big event to the makeup challenge tutorial. Apart from videos on youtube, this platform also has a comment section where other people can comment on the video. The interesting thing about the comments on James Charles' youtube channel is that there are many forms of apologies submitted by netizens in the comment section.

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.

This is important to study because with this research, it will be insightful to others that apologies are not only done in one way, but can be done in various ways. Thus, this research is very useful for EFL students and can be a reference for other research in studying the study of apologizing strategies.

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 apologies in the Birmingham blog corpus". Lastly, research by Xu (2017) explored an apology strategies 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 strategies 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 present study analyses apologies used by people's comment on James Charles Videos Youtube Channel. The current study has differences with previous studies. First, the object of research was James Charles' YouTube channel. Second, the subjects of research were people or nitizens who commented on James Charles' YouTube channel, meanwhile previous research mostly involved people who communicate in face-to-face directly. Finally, it can be seen from the research objectives. The current research goes deeper into the reasons for the use of apology, while previous research did not.

This study focuses on apology strategies, so the researcher adopted Olshtain and Cohen's (1986) theory as the main theory in this study. The researcher used this theory because the strategies created were very suitable with the data obtained by the researcher.

1.2 Formulation of the Problem

Based on the background of the research above, the writer makes formulation of the problem. The formulation of the problem could be formulated as follows.

1. What are apology strategies in netizen's Comment on James Charles Videos Youtube Channel?
2. What are the reasons of using the apology strategies on James Charles Videos Youtube Channel?

1.3 Objective of the Research

The purpose of this study as follows:

1. To find out the apology strategies used on netizent's Comment on James Charles Videos Youtube Channel.
2. To explain the reason for using the apology strategies used in netizent's Comment on James Charles Videos Youtube Channel.

1.4 The benefits of the Research

The significant of study divided into:

1. In theory, this research can be the resource and be reference for the next related researcher. Also, this study would contribute in linguistic especially in apology strategies.
2. In the practical, hopes this research would be useful for the next researcher and give them knowledge about utterance of apology strategies. Because the results of this study can help other researchers to have more knowledge of apology,define the strategies of apology and knows the reason of the apology used by the netizent.