



Deep analyze about the phenomenon of apology is needed because every person makes mistakes in communication. The way people apologize to other is unique and every person has different style to perform apology. The various style of person to express their apology depends on the context of the situation, degree of mistake and social status or relationship between the speaker and the hearer.

In apologizing, people should employ some strategies in order to make an apology run well and smoothly. These strategies of apology do not only occur in the real life conversation but also in the various sources of data, one of them is movie. This is because movie is a representative of our real life. Most of the people only focus on plot and story in the movie without pay attention to the dialogues with various kinds of apologies expressed by the characters. Besides, in movie we can directly see the context when the apology occurs.

The phenomenon of apology in real life conversation has been conducted by several researchers with various focuses. They are cross-cultural study, single language and across gender. The researchers cross cultural study compare an apology in English and other languages (Yi, 2006; Chamani and Zareipur, 2010; Aydin, 2013), single language (Dementer, 2000; Shariati and Chamani, 2010; Banikalef, et. al, 2015), and across gender (Juhana, 2011; Fitriani, 2012; Chunlin, 2013; Ghanbari, et. al, 2014; Majeed and Janjua, 2014).

The researcher concludes that study of apology in the real life conversation is broader. This is because most of the researchers in real life conversation uses questionnaire as the instrument of their researches. This is allows the researchers to analyze an apology in a variety of situations.

Besides, there are some previous researches about apology which take movie as a source of data. They are Soesilowati (2009), Riyani (2010), Nikmah (2012) and Ilmah (2015). The first study is Soesilowati (2009) from Sebelas Maret University. She conducts a socio-pragmatic study of apology in “Chasing Liberty” movie. She analyze kinds of offense, how the characters expressing apology and why the characters expressing apology. At the end of her research, she found the kinds of offense mostly motivate the characters in “Chasing Liberty” movie is the instance of inconvenience. The employing of simple or complex form of apology strategy is influenced by the degree of severity of the offence and the response given by the addressee. The employing of apology strategy in apologizing is influenced by the social distance, the formality of the situation, and the social status of the participants.

The second is Riyani (2010) from State Islamic University of Malang. She conducts descriptive qualitative research with “Pride and Prejudice” movie as a source of data. She investigates the apology strategy used by upper and middle class characters. The result of her research shows that there are 16 utterances of apology. Apology that mostly used is request for forgiveness. Riyani also found that most of politeness strategy used by both upper class and middle class is voluble (speak a lot) which indicates that the speaker want to respect the hearer to gain good relationship.

The third is Nikmah (2012) from State Islamic of Islamic Studies of Salatiga. Her research is qualitative research of apology in “Twilight” movie. She analyzes the variety of apology as a politeness strategy which consists of type of

apology expression, the strategy of apology, and type of politeness strategies. At the end of her research, she found 22 utterances of apology. 19 data was direct apology and 3 data was indirect apology, 16 data were positive politeness and 6 data were negative politeness.

The last is Ilmah (2015) from State Islamic University Sunan Ampel Surabaya. She conducts descriptive qualitative research uses “Stuart Little” movie as a source of data. She investigates how do the characters expressed apology and kinds of offenses in “Stuart Little” movie. Her research found that there are 18 utterances of apology and degree of offences. The apology strategies that mostly express is acknowledgement of responsibility and degree of offences mostly motivate the character in “Stuart Little” movie is the instance of inconvenience.

Based on the previous researches above, most of them analyze apology strategies expressed by the characters, how the characters express apologies and the degree of offense expressed by the characters. However, this present research is different from the previous researches in term of scope of the research. In this research, the researcher also analyzes the social functions of apologies. None of these researches by Soesilowati (2009), Riyani (2010), Nikmah (2012) and Ilmah (2015) analyze social functions of apologies. Social function has a big influence in apologizing act because every person expressing apology has different purpose wanting to be achieved. The researcher wants to investigate the purpose wanting to be achieved by each character in the movie.

The researcher chooses “The Proposal” movie to be analyzed in this research. There are some reasons why the researcher chooses “*The Proposal*”













