#### **CHAPTER I**

#### **INTRODUCTION**

This chapter describes the introduction of this research which consists of six parts, they are: background of study, research problems, research objectives, significance of the study, scope and limitation, and definition of key terms.

## 1.1 Background of Study

Communication is an important part of human's life. We need to communicate with others to deliver message and maintain relationship. As a human being, people cannot be separated from communication. In order to keep the relationship, they need to make a good and polite communication. In fact, communication will not run well all the time without any trouble and obstacle. It is possible for human being to make mistakes and offences in communication. Sometimes our utterance or action offends and hurts someone's feeling.

When people make a mistake or offence in communication whether it is intentionally or unintentionally, they have to say an apology. Olshtain and Cohen (in Wolfson and Judd 1983:20) explain that the act of apologizing occurs when the behavior has been violated social norm and it required an action or an utterance that is intended to "set the right". Thus, Leech defines that the social goal of apologizing is to restore equilibrium between speaker and the hearer (1983:125).

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"

movie. First, there are some apologies found in this movie, so that it will enrich data of this research. Secondly, this movie is one of the best romantic comedies in 2009. Last, this movie is takes place where English is spoken as native language.

"The Proposal" movie tells about an executive editor in a publishing company named Margaret Tate who treated of deportation to Canada because her visa has been expired. In order to avoid the deportation, she forces her assistant editor Andrew Paxton to be her fake fiance. As the compensation Margaret promises to make Andrew as an editor if he is willing to be her fake fiance. The lie of their fake marriage starts when they go to Andrew's house in Alaska. The lie that happens in this movie made the characters express an apology.

"The Proposal" movie has been conducted by some researchers in the different focuses. Wijaya (2011) examine positive and negative politeness strategies used by Andrew towards Margaret before and after the marriage contract. Her research found that Andrew uses negative politeness strategies more before he did the marriage contract with 21%. Meanwhile, he uses only 7% after the marriage contract. Another researcher Rahmawati (2015) analyzes about language style used by Andrew and Margaret. At the end of her research, she found that Andrew mostly used informal or colloquial language style then followed by formal language style.

In this research, the researcher tries to investigate the phenomenon of apology in "The Proposal" movie. This research focuses on apology strategies expressed by the characters, the ways of the characters express apologies, and the social functions of apologies expressed by the characters. The result of this

research is expected to enlarge the understanding about the using of apology in daily life communication in order to maintain good relationship with others.

#### 1.2 Research Problems

Based on the background of study above, the research problems are formulated as follows:

- 1. What are the apology strategies expressed by the characters in "The Proposal" movie?
- 2. What are the ways of the characters in expressing apologies in "The Proposal" movie?
- 3. What are the social functions of apologies expressed by the characters in "The Proposal" movie?

### 1.3 Research Objectives

Concerning with the problems above, this research is intended for several objectives as follows:

- To explain the apology strategies expressed by the characters in "The Proposal" movie.
- To explain the ways of the characters in expressing apologies in "The Proposal" movie.
- To describe the social functions of apologies expressed by the characters in "The Proposal" movie.

### 1.4 Significance of the Study

This research is expected to give contribution about the use of apology as one of the example of politeness. The findings of this research hopefully enlarges the understanding about the using of apology strategies in the daily conversation and shows the reader the important of asking apology in order to maintain the harmonize relationship with others. This research also hopefully became the reference for linguistic students who interest to analyze further about apology strategies in various aspects. The researcher hopes that this research can be useful not only for people in linguistic field but also for people in various fields.

### 1.5 Scope and Limitation

This research focuses on apology strategies; the ways of expressing apologies and the social functions of apologies from the dialogues and utterances in the form of words, phrases and sentences expressed by the characters. The researcher uses "The Proposal" movie as the source of data. The researcher analyzes apology strategies based on Olshtain and Cohen (1983) theory that consist of five strategies and sub strategies of apology, the ways of the characters expressing apologies and five functions of apologies based on Norrick (1978) theory. This research also uses theory of politeness by Brown and Levinson (1978) as the relation between apology and politeness strategy.

The limitation or weakness of this research is subjective. It means that this research is using full interpretation from the researcher. The interpretation could be different for every reader.

### 1.6 Definition of Key Terms

In order to avoid any misunderstanding term, the researcher gives some definition of the key term that used in this study.

### 1. **Apology**

Apology is a word or an action that performs by the speakers when they make a mistake or say something offence to others. Apology expressed when the speaker realize and regret the mistake they have made.

## 2. **Apology strategies**

Apology strategies are some strategies that should be employed by the speaker who wants to apologize. These strategies will help them to make apology run well and maintain a good relationship between the speaker and the hearer.

#### 3. Social Functions of Apologies

Social function of apologies is some specific purposes of apology used by the speaker. Each speaker has different purpose in expressing the act of apology.

#### 4. **Politeness**

Politeness strategy is one of strategy of how to act and speak appropriate to others. We also can say that politeness is a strategy of being polite. Politeness in communication means we choose a good word in order to avoid problem and maintain relationship.

# 5. "The Proposal" movie

"The Proposal" is a 2009 American romantic comedy film directed by Anne Fletcher and written by Peter Chiarelli. It produced by Mandeville Films and released on June, 19 2009. This film features leading roles Sandra Bullock as Margaret Tate, an executive editor in a publishing company who is treated of deportation because of her expired visa and Ryan Reynolds as Andrew Paxton, an editor assistant who is forced to act as Margaret's fiance, Betty White, Mary Steenburgen and Craig T. Nelson in supporting roles.