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One of the influences of expressing apology strategies is by the context of the situation. Most of the apology occurring in “The Proposal” movie is in informal situation and the setting is in the house. That is why the dominant strategy expressed in this movie is an expression of regret and the word “sorry” is mostly uttered by the characters to express an apology. This is different from Riyani’s research (2010) which examines apology strategies in the “Pride and Prejudice” movie. This movie is in formal situation which consist of upper and middle class. That is why her finding shows the dominant strategy expressed by the characters in that movie is a request for forgiveness with expressions like “Excuse me”, “Please forgive me”, “Pardon me” and “I’m begging for your sorry”. These verbs of apology are usually used in formal situations to respect the hearer. Therefore, because of the source of data is movie so the findings of this research is to strengthen that one of the influences of expressing apology strategies is by the context of the situation in the movie itself.

The characters in this movie express their apology not only directly but also indirectly. The characters in “The Proposal” movie dominantly utters direct apology with the existence of verbs signaling apology, such as “apologize”, “be sorry”, “forgive”, “excuse”, “fault” and “pardon” than indirect apology with the absence of verbs signaling apology and replace by words and sentences to represent their apologies. This research has the same finding with Soesilowati (2009), Nikmah (2012), and Ilmah (2015) research which shows that direct apology mostly utters





