

ABSTRACT

Mufidah, Nur. 15.05.1.1.1.00104. *An Analysis of Apology Strategies in Donald Trumps' Statements on BBC*. Thesis. English Study Program of Faculty of Social and Cultural Sciences, Trunojoyo University of Madura. Advisor: Dr. Sriyono, S.S., M.Hum.,

This study focuses on the kinds of apology strategies and the way on how the apology strategies are used by Donald Trump. It aims to identify the kinds of apology strategies used by Donald Trumps' statements on BBC. An also to describe the way on how apology strategies are used by Donald Trumps' statements on BBC.

To analyze the data, the writer uses the theory of apology strategies proposed by Trosborg (1995). Moreover, all the statement of Donald Trump which contain of apology strategies are collected by using content analysis method.

In findings, the writer found twenty data, and found five of eight apology strategies kinds proposed by Trosborg (1995). They are ctegorized Rejection (four data), minimizing the degree of offense (one data), Acknowledgment of responsibility (five data). Next, Expression of apology (seven data). And the last promise and forbearance (three data). The writer also found two ways on how apology strategies are used proposed by Trosborg (1995) They are categorized Direct (seven data) and Indirect (thirteen data).

Keyword : Apology Stretegies, Donald Trumps' statements.