

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters, they are background of the study, statement of the problems, objectives of the study, significances of the study, and scope and limitation of the study.

1.1 Background of the Study

Language is the most important part in life. People cannot continue their survival properly and regularly without language. Language has several functions in society, such as to express feeling, to communicate, to adapt social integration in environment or circumstances, and as tool for social control. However, its main function is as a tool of delivering thoughts or feelings from one person to another, or commonly referred to as tool of communication.

Communication can be defined as the process of transmitting information and common understanding from one person to another (Keyton 2011). Some ways to communicate is the process of exchanging information, ideas, thoughts, feelings and emotions through conversation, speeches, debates, code, writing or behavior. One of functions of communication is determining how effectively people work together and coordinate the efforts to achieve the goal.

People communicate for many different reason, such as: they can make friends through communication. Moreover, people can know each other and have good relationship with communication. When people have communication, it is

possible for them to make some offense. If so, they may hurt somebody else or do something wrong. It means that people have to do something to repair it in order to make the relationship be better. An apology can often be the first step to better understanding in a damaged relationship.

The ‘offence’ or “object of regret” is what motivates an apology, certainly, the nature and intensity offence of this accident will largely determine the model of the subsequent apology (Coulmas, 1981). Coulmas discusses ‘type’ and ‘gravity’ as being two dimensions that have to be taken into account when considering the offence. People cannot be able to come in a meeting will most probably result in a different apology than would do action.

Apology can clarify misunderstanding when people did some mistake. If it happens, they have to be responsible and be regretful. But, sometimes ask an apology is very difficult for certain people because they feel that apologizing is something disgraceful and insulting themselves. So that, every person has their own way to show their apology.

Apologizing is an act which has convivial function. It is argued by Leech (1983). Convivial function can be implied as one of language function which gives preference pleasant of social relation between speaker and hearer. In pleasant of social relation, the speaker will appear the honor to the hearer and vice versa. If they do a mistake, they will apologize.

Moore (2003) claimed that the apology strategies (I’m sorry, excuse me, please forgive me, I beg your pardon, I apologize) are anything from remedial expressions of regret to sarcastic intimations of blame. However, apology

principally is not as simple as saying ‘sorry’. When it is done right, an apology may increase reputation and relationship. When it is done wrong, an apology may compound the origin of the problem, sometimes cause a complicated relation. So in apologizing, the speaker may also use some politeness strategies in apologizing (Olstain & Cohen, 1983).

An apology is basically a speech act which is intended to provide support for the H (hearer) who was actually or potentially malaffected by a violation X. In the decision to carry out the verbal apology, the S (speaker) is willing to humiliate himself or herself to some extent and to admit to fault and responsibility for X. Hence the act of apologizing is face-saving for the H and face-threatening for the S, in Brown & Levinson’s (1978) terms. By apologizing the speaker confesses that they are guilty and somehow they take responsibility for their violating. Then the hearer will get an act of apologizing as face- saving for them.

Nevertheless, not all apologies are used for offences in this category are made retrospectively. Many apologies were truly formed prioritized to possibly face threatening act such as refusing a request, verifying a worthless agreement, declining an offer, and so on. This apology was occurred as minimizing misconception between speaker and hearer.

The phenomenon of apology strategies can be encountered in any context of conversation. Therefore, apology strategy is interesting to be analyzed especially in a particular movie because the responses which occur in movie are occasionally unexpected acts. There are many movies that can be inspiring for viewer, particularly a moral value on the movie, the characters of the movie itself,

the author , the plot of the movie and so on. One of inspiring movies had been chosen by the researcher of this study to be analyzed is *Pitch Perfect* movie.

The phenomenon of apology strategies can be encountered in any context of conversation. Movie as the subject of this research serves conversations in which the apology strategies occurs. A movie which has music comedy genre is the interesting subject to be analyzed.

Pitch Perfect movie is grounded on Mickey Rapkin's non-fiction book *Pitch Perfect: The Quest for Collegiate An Acappela Glory*. It was released on September 28, 2012 in United States. *Pitch Perfect* movie was treated by Gold Circle Film seriously so the film received positive reviews from critics. It became a sleeper hit (Buchanan, Kyle) and earned over \$115 million worldwide, becoming the second highest-grossing music comedy film of all time. After releasing, *Pitch Perfect Movie* instantly increase rapidly to the box office. The result, They get 10 nominations and 8 awards.

Pitch Perfect movie tells a story about Beca. Beca wants to be a DJ, but her father forces her to go to collage where her father was worked, it is Barden University. Her father promise to her if Beca goes to the college, her father will help her to reach Beca's dream as a DJ. She joins in Barden Bellas club. Barden Bellas is one of the acapella club in Barden University. It is led by an obstinate woman named Aubrey (Anna Camp) and Chloe (Brittany Snow) who continue to guide the the new members by their arduous way. Barden Bellas is like small black spot for their collage choir behind the succes of the treblemakers become champions in acapella contest. But Aubrey adheres with the rules which she has,

from the selecting the same song in every competition. Sometimes there must be someone with fresh ideas to rescue from the cliff of destruction. Finally Beca can solve the Barden Bellas's problems, she breaks the rules. Now Barden Bellas gets girl who could sing well and ignore the body style.

In this study, the researcher has two reasons why she selects the *Pitch Perfect* as her source of data. Firstly, the movie provides many conversations in which the writer of this study is able to find types of apology strategies as her data. Secondly, this movie wins and has been nominated in some awards after it was launched in 2012 as was mentioned earlier above.

Apology is broad matter. Mostly, language influences the apology usage in the conversation. There have been studied related to apology strategy written by several researcher, for example by Badrul Anam (2010), Dewi Handayani (2013). Those studies though discuss Apology Strategy. The previous studies mostly analyze Apology Strategy focus on a single particular type or strategy. Those researchers concern with only one particular type of apology strategy. Therefore, the researcher of this study is interested in analyzing types of apology strategies and categories of offence in a movie.

1.2 Statement of the Problem

This research focused on following statement of problem:

1. What types of apology strategies are used by the characters in *Pitch Perfect* movie?
2. How the apology used by the characters in *Pitch Perfect* movie?

1.3 Objective of the Study

The researcher find two research problems of the use of apology strategies in *the Pitch Perfect* movie as stated in the statement of problems . Therefore, the researcher can illustrate the objective of the study into two objectives:

1. To explain the types of apology strategy applied by the characters in *Pitch Perfect* movie.
2. To describe the catagories of offence which lead to apologies in the characters in *Pitch Perfect* movie.

1.4 Significance of the Study

The findings of this study are expected to give theoretical and practical contribution in relation to the study of apology. Theoritically, This research is prospected to give theoretical contribution in pragmatics research through speech act analysis about apology strategy. Then for further researcher, The concept of apology is hoped to be a contribution for further researcher who is inspired to analyze the same source of data or using the same theory by reading it and this research is able to enrich their insight on using the proper apology in conversation.

It also have practical contributions, This research would enlarge reader's understanding about using apology and increase comprehension that has shown in the character of *Pitch Perfect* movie. Some kinds of apology strategies can be

applied not only in movie but also in everyday communication in their real life for minimizing misconception between speaker and hearer.

1.5 Scope and Limitation of the Study

The main aspects of this study focus on analyzing the types of apology strategy found in *Pitch Perfect* movie by using the theory of types of apology strategy proposed by Olshtain and Cohen (1983) and categories of offence which lead to apologies proposed by Mats Deutschmann (2003). Therefore, the scope of this study is pragmatics which concerns the discussion of apology strategy in a movie. The limitation of this study is the utterances that contain apology strategy in *Pitch Perfect* movie.