

CHAPTER I

INTRODUCTION

This chapter presents about the background of the study, statement of the research problems, objectives of the study, significances of the study, scope and limitation

1.1 Background of the Study

Language is the keys of life, People with their family and friends cannot continue their survival properly and regularly without language. They use language to communicate each other's, to show their various expressions and also to exchange their opinions. However in fact, they sometimes misunderstand in their communication and interaction. During communication, they also have some mistakes in everyday conversation with the wrong lexical. So, to maintain their relationship, the word apology must be considered.

Apologies are words which are useful for the speaker and the hearer in their communication. Speakers and hearers in this study become apologizer and also recipient. So, when apology strategies are used, the apologizer tries to give some statement or opinion to reject something. Then, he or she cannot be blame by the hearer.

Blum-Kulka and Olshtain (1984) say that “violations of social norms that have been carried out by someone must be accompanied by an apology” (p. 206). According to Trosborg (1995), apology is an act of speaking that is needed both in terms of social politeness to improve their behavior or when linguistic expressions

offend the others. So, from those explanation shows that apology is a good way to prevent the misunderstandings, whether intentional or not.

Trosborg (1995) mentions that there are many kinds of apology strategies such as rejection, minimizing the degree of offense, acknowledgment of responsibility, explanation or account, expression of apology, offer of repair, promise and forbearance and also expressing concern for the hearer. In this concept of Trosborg, we have deep understanding to analyze apology strategies in speech act.

Things more about apology strategies in our life make we know how to create a good communication and situation in our society. Some statements from Donald Trump in his old video and his comment on BBC express some words in apology strategies such as expression of apologies, promise and forbearance and also rejection.

However, most people have their own rule to declare the mistakes and use the strategy of apology. People have different ways to convey their apology; they have their own way of expressing their statements in their culture, status, environment, gender and other aspects that support their statement or speech. Hence, Donald Trump who experienced in the political field. So, he uses a smooth ways to the listeners in order to be accepted by them. He tries to cover up and avoid the misunderstanding from his environment.

Here, Donald Trump did not use the utterances that make someone angrier with him. For the example: *“I said it, I was wrong and I apologize”* and *“And believe it or not, I regret it. I feel so bad about it”*. This shows us that

Donald Trump makes the statement that express his regret by using some terms in his case about wrong word choice in comment and speech. He also express his apology in a proper way and realizes that he is not supposed to do it since it has negative impact which make people sad. So, from the explanation above, the writer interested to analyze the study under the title apology strategies.

1.2 Statement of the Research Problems

According to those explanations, the writer formulates into two research questions below:

1. What kinds of apology strategies used by Donald Trumps' statements on BBC?
2. How are the apology strategies used by Donald Trumps' statements on BBC?

1.3 Objectives of the Study

Based on the problems formulated above, the objectives of the study are:

1. To explain the kinds of apology strategies used by Donald Trumps' statements on BBC
2. To describe how are the apology strategies used by Donald Trumps' statements on BBC

1.4 Significances of the Study

Theoretically, the significances of this study is to give understanding about apology strategies that used by Donald Trumps' statement and also give some knowledge about how the apology strategies are used . The writer ensures that this research can also become reference for the students who want to improve their ability in apology strategies itself.

Practically, this research can give more additional information to the next researcher about the analysis of apology strategies, the writer also gives knowledge about the development of English linguistics especially in pragmatics study. Hopefully, this research will be useful for the readers to improve their knowledge about apology strategies.

1.5 Scope and Limitation

The scope in this research concerns about pragmatics study that focus on the apology strategies used by Donald Trumps' statement. The writer in this study uses Trosborg (1995) theory to analyze the data. The limitation of this study is a transcription of Donald Trumps' statement in the videos which were taken from

- Aug 19, 2016 <https://www.youtube.com/watch?v=IYAKTunw8Mw>
TRUMP: 'I regret' comments that may have caused 'personal pain'.
- Oct 7, 2016 <https://www.youtube.com/watch?v=eA597Kn5iPk> *Donald Trump apologizes for controversial video remarks.*