

ABSTRACT

Isnaini, Nur Riskia. 12.05.1.1.1.00062. *A Study Of Apology Strategies In Jimmy Kimmel's Live Talk Show*. Thesis. English Study Program of Faculty of Social and Cultural Sciences, Trunojoyo University of Madura. Advisor: Iqbal Nurul Azhar, S.S, M.Hum.,

This study aims to explain the types of apology strategy and to identify the apologizing functions applied in Jimmy Kimmel Shows. The two significances of this study are theoretically and practically. Theoretically, this study contributes knowledge about apology strategies, and tells how to analyze apology strategies in a variety show. Practically, this study helps hosts or guests to apply apology strategies correctly and politely and to understand their function in a talk show. The data are identified and analyzed based on the theory of the types of apology strategies proposed by Trosborg (1995), and the apologizing functions proposed by Deutscshmann (2003).

This study was conducted by applying a qualitative research design which proposed by Bogdan and Biklen (1982). The data of this study were the utterances that contain the types and functions of apology strategies. The data were collected by using content analysis proposed by Krippendroff (2012). In analyzing the data, the writer used interactive data analysis proposed by Miles and Huberman (1994).

In finding, to answer the first research problem, the writer obtained 17 data belong to types of apology strategy. They are categorized acknowledging responsibility (6 data), giving an explanation (4 data), expression of apology (6 data), and Promising forbearance (1 data). The research shows the apologizing functions. They are to anticipate the offence (3 data) and to retrospect the offence (14 data).

Keywords: Apology Strategies, The types and functions of Apology Strategies.
Jimmy Kimmel's Live.