

CHAPTER I

INTRODUCTION

This chapter provides some subchapters, namely background of the study, statements of the problems, objectives of the study, significances of the study, and scope and limitation of the study. Those are important to describe the study generally.

1.1 Background of the Study.

Through language, people can communicate their ideas, desires, thoughts, knowledge and feelings to someone else. It can even be utilized to maintain social relationship or to keep relationship among interlocutors. Language is very useful to greet others, to make compliment, to make an apology and etc. In contrary, language can damage the relationship between people, when the language is used to hurt others, for instance by mocking, slandering, scolding, accusing or intimidating others. Thus, an apology is required to create harmony when there is offence between speaker and listener.

Apologies play an important part in communication. They help repair relationships when an offense has been committed. They also show that the speaker recognizes that an offense has been committed, and take a degree of responsibility for it. Tronsborg (1995) states that an apology is called for when social norms have been violated in performing an act (action or utterance), it will offend another person, and for which he/she can be held responsible, the offender

needs to apologize. The act of apologizing requires an action or an utterance which is intended to set things right.

According to Holmes (1995), apology is a speech act that is intended to remedy the offense for which the apologizer takes responsibility and, as a result, to rebalance social relations between interlocutors. Bergman and Kasper (1993) emphasize this view as they see that the purpose of apology is to restore social relational agreement after the offense is committed.

The apology phenomenon not only occurs in daily communication but also in variety show. The variety show is one of familiar television program that provides dialogue between a host and guests as interlocutors. The host requires high skill to communicate well in variety show. He/she must keep dialogue interactive during the program lives. He/she is required to have strategies how to keep the guest interactive and also how to manage the dialogue not to make the guest offence. Incidentally, the host must apologize to the guest when he/she makes the guest offence in order what they are talking still run well. Each host must have different way how to apply apologize to the guest in the variety show.

One of variety shows which has a great popularity because of its host is *Jimmy kimmel live!*. It is an American late-night talk show, created and hosted by Jimmy Kimmel, and broadcast on ABC. The nightly hour-long show made its debut on January 26, 2003, as the first program to air immediately following ABC's coverage of Super Bowl.

Jimmy Kimmel is one of the outstanding hosts in United State who has larger audience than other talk show during years. He is a host in oscar 2017 and

in 2016, he won Writers Guild of America Award for Comedy/Variety. He creates not only her talk show which achieves the biggest ratings but also her evidences that he is an outstanding host.

One of Jimmy Kimmel's apology strategies that is ever recorded is *You know - he's an idiot right . I mean like - I hope go back - spread the word*. He performed it when he realized that the offence had been committed, he said *he's an idiot right*, but he implicitly clarified it to be responsible for his utterance by saying *I mean like - I hope go back - spread the word*. It means that he committed apologizing indirectly.

There are two previous studies which are relevant to this study. The first research was conducted by Triongko P. (2015) and the second research was conducted by Nikmah, M. T. (2012). The difference between the two previous studies and this study are the source of data and the theory. The first previous study used utterances in speech as source of data, while this study uses utterances talk show as source of data. Both use the same apology theory proposed by Trosborg (1995). The second previous study analyzed apology strategies that expressed by the characters in the twilight saga movie, and it compiled theory from Yule, Levinson and Austin, Olstain and Cohen theory, while this study analyzes apology strategies that applied by a host in variety show, and this study uses theory proposed by Trosborg (1995).

1.2 Statements of Problems.

Based on the background of the study above, the statements of the research problem are formulated as follows:

1. What are the types of apology strategy applied by the host and guests in Jimmy Kimmel Shows?
2. What are the apologizing functions the host and guests applied in Jimmy Kimmel Shows?

1.3 Objectives of the Study.

Based on the statements of the problems formulated above, this study have several objectives, they are:

1. To explain the types of apology strategy are applied by the host and guests in Jimmy Kimmel Shows.
2. To identify the apologizing functions are applied by the host and guests in Jimmy Kimmel Shows.

1.4 Significance of the Study.

Theoretically, this study contributes knowledge about apology strategies, and tells how to analyze apology strategies in a variety show. This study can also become a reference for future researchers who are intend to analyze the apology strategies and the apologizing functions.

Practically, this study helps hosts or guests to apply apology strategies correctly and politely and to understand their function in a talk show. This study also improves either the writer or readers' knowledge about the apology strategies. They can be applied not only in talk show but also in daily communication to avoid miscommunication and offence.

1.5 The scope and Limitation of the Study.

This study analyzes the apology strategies and their functions which occur in *Jimmy Kimmel Live*. Therefore, the scope of this study is pragmatic analysis concerned with the types of apology strategies and their functions which are applied in Jimmy Kimmel Shows.

Jimmy Kimmel Live videos are easily found in YouTube and the number is so many. Therefore, the researcher limits the number of videos and the utterances' in Jimmy Kimmel Live which are going to be analyzed five videos only. The limitation of this study is on all utterances produced by Jimmy Kimmel and guests which contain type of apology strategies and their function.