

CHAPTER I

INTRODUCTION

This chapter consists of five subchapters, they are 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 essential to explain in this part since they provide general information about this study.

1.1 Background of the Study

Through language, people can communicate their ideas, desires, thoughts, knowledge and feeling to other people. The language can even be utilized to maintain social relationship or to keep relationship between speaker and hearer. Language is very useful to greet others, to make compliments, to make apologies and etc. In other hand, language can damage the relationship between people, when the language is used to hurt others, for instance to mock, slander, scold, accuse or intimidate. Thus, an apology is required to create harmony when there is an offence between speakers and listeners.

Apology plays an important part in communication. The apology can repair relationship when an offence has occurred. If a speaker recognizes a committed offence, an apology might be applied to show a degree of responsibility. Tronsborg (1995) states that apology is called for when social norms have been violated in performing an act (action or utterance), the action or utterance 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.

An apology does not only happen in human daily communication but it also occurs in some kinds of interviews. In interviews, there are conversations between speakers and hearers. The speakers deliver some questions and the interlocutors give response to the questions. The interview is usually led by a person who has good skill and attractive talent to communicate.

Some of familiar interviews are Mark Zuckerberg's interviews. The interviews are conducted by CNN and Congress parliament in United States of America when there are many data of Facebook accounts breached. These interviews are not only viral in United States of America but also in all over the world. They spread massively through social media such as Internet and television. The interviews become trending topic in daily news. Since Mark Zuckerberg must clarify the data breach in the Facebook.

Mark Zuckerberg is a founder of Facebook. Facebook is a social networking service which is established in Menlo Park, California, United States of America. Facebook becomes a social media which has so many active users. Facebook is used to connect people from one place to another place. It is also used to share so many information such news, advertisement and anything else. There are many people use it to express their idea and feeling.

Recently, Facebook has problem in data policy. The data is breach. The data breach is caused by Alexander Kogen, an official of Facebook, who gets lot of access to Facebook data. He uses the data for different purposes such as to propagate fake news and to sell the data to Cambridge analytica. There are many people ask the data policy in Facebook company. They are worry that their data

are abused and sold to other companies. Therefore, Mark Zuckerberg as CEO of Facebook must apologize to Facebook users. He must be responsible for the data breach which occurs in his company. He intends to repair the offence by using apology strategy.

One of apology strategies which have ever been recorded in Mark Zuckerberg's interviews is the expression of apology. For instance "*I am really sorry that this happened*". In this conversation, Mark Zukckerberg used certain expressions to apologize to the interviewer. Mark Zuckerberg used the strategy to show that he really regreted with what has happened, the regret captured in his utterance in the interviews "*I am really sorry that this happened*".

There were two previous studies related to this study. The first study of apology strategy was conducted by Kitoa and Kitoa (2012) and the second study was conducted by Nikmah.M.T (2012). Both of the previous studies are different in the perspective of data. The first previous study used *US television program modern family* as the source of data and the theory proposed by Cohen and Olshtain (1981). In the second previous study, the writer discussed apology strategies expressed by the characters in movie *twilight saga* . The theory used by the writer was a compiled from Yule, Olstain and Cohen theory. This study is different from the previous studies. Both of the previous studies do not use theory which is proposed by Tronsborg (1995) to analyze types of apology strategies and they also do not analyze functions of apology strategies. Therefore, this study analyzes about apology strategies used by Tronsborg (1995) and this study also analyzes functions of apology strategies applied by Mark Zuckerberg

in his interviews with CNN and Congress Parliament. The writer uses Deutschmann (2003) to analyze the functions of apology strategies.

1.2 Statement of the Problem

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

1. What are types of apology strategies used by Mark Zuckerberg in his interviews with CNN and Congress parliament ?
2. What are functions of apology strategies found in Mark Zuckerberg's interviews with CNN and Congress Parliament ?

1.3 Objective of the study

Based on the statements of the problem written above, this study also has some objectives of the study. They are:

1. To explain the types of the apology strategies used by Mark Zuckerberg in his interviews with CNN and Congress Parliament.
2. To explain the functions of apology strategies found in Mark Zuckerberg's interviews with CNN and Congress Parliament .

1.4 Significance of the Study

Theoretically, this study is expected to give knowledge contribution on apology strategies, especially how to analyze apology strategies in some interviews. This study can become a reference for further writers who intend to analyze apology strategies and their functions. This study is hoped to give better understanding about apology strategies and their functions.

Meanwhile practically, this study is expected to help people to apply the apology strategies when they commit offence in their speaking. This study can also be used to do apology in interviews to make the conversation be more polite. In addition, this study is hoped to help readers to improve their skill in using apology strategies and they can apply them not only in interviews but also in their daily communication.

1.5 The Scope and Limitation of the Study

This study is a pragmatic analysis which highlights types and functions of apology strategies. The purpose of this study is to investigate types of apology strategies and functions of apology strategies applied by Mark Zuckerberg in his interviews with CNN and Congress Parliament by using the theories from Trosborg (1995) and Deutschmann (2003).

The writer limits only two interviews of Mark Zuckerberg to be the sources of data. The data are utterances which contain apology strategies produced by Mark Zuckerberg in his interviews.