

CHAPTER I

INTRODUCTION

This chapter is the introductory section of the research. In this chapter the researcher elaborate background, statement of problems, research objective, research significance, and definition of the key term.

1.1 Background

Language is the infinite medium that brings everything capable of being contained in the field of human understanding. Human interact with the other through communication in their daily life, through communication human talk and share their opinion, idea, and express their emotions. Communication is an aspect that preserves the reality of two people in social relationships. Talking about communication, it will be relate with language. According to Saussure (in Dian: 2015, 5-6) a language is a syntactically organized system of signals, such as voice sound, intonation or pitch, or gestures or written symbols which communicate thoughts or feeling.

Vallence and McWilliam (in Dimmick, 1995:21) said that communication is the foundation of all interpersonal relations. As a means foundation to have a certain purpose, for people want to be understood by others, to convey ideas and thoughts that can be accepted by others. Furthermore, people want others to buy or respond to the results of our thinking. In communication Jonshon (1981) explains that human

must also have manners or misunderstandings. Because sometimes, in communication there is unfamiliarity, or often called misunderstanding.

Misunderstanding is a phenomenon of communication that often happens. It is often called the result of distortion of information. There is a distortion of interpretation between what the speaker means and what the listener interprets. Jonshon (1981) stated factors that affect misunderstandings especially due to communication factors, are the condition of communication actors such as education level, knowledge of work and physical condition, message content such as clarity, and sentence content, media such as number and quality of facilities, noise in the physical and psychological aspects of the working environment, and body language as in the way of speech, and gestures. The higher the standard elements are applied then the likelihood of distorting information and misunderstanding is lower. Because of a misunderstanding, a person can make mistakes that result in a person must apologize. Apology has a power to bring back harmonious situation after something bad happen in a condition.

According to Olshtain and Cohen (1983:20) "Apology is an act of asking forgiveness". Apology also is a part of language used realization. Apology sometimes appears in our daily communication. Unfortunately, some people think that apology is a small thing. It is sometimes not taken for granted and unnoticeable even though it actually has big influence for us ourselves and others. There are also some people try to avoid saying apology due to their egos. In fact, apology is very important to keep

the harmony and good relationship between the speaker and hearer. For example, when someone making a joke with his or her friends, then accidentally, his or her words in-joke make the other feel hurt, then she or he need to apologize so the relationship between friends will be still fine. For another example when the student accidentally late to enter the classroom, then he or she need to apologize to the lecture for the delay. Talking about apologies will be related with speech acts. because speech acts are the core of communication. Speech is an analysis that is central in pragmatic studies. Leech (1983: 5-6) states that “the pragmatic sense of the meaning of speech (ie for what the utterance is done); what experiment one means by a speech act; and associate meaning with who speaks to whom, where, when, how”.

The concept of speech acts was first defined by Austin (1962) classifies of speech acts into two, namely acts of constative and performative speech. Constative is a speech that states something that can be truth-tested by using the knowledge of the world. While performative is a speech that is expression used to do something. Austin stated, “speech is not a statement about something, but it is action”. Based on that opinion it can be said that saying something can be called an action or activity. It is possible because in an utterance there always has a certain intention, and this intention can cause a certain influence on others, as well as apologize.

There are many apology strategies that appear either in our real life or in the literary work, like movie, novel and other. In this study, researcher wants to focus on apology speech act. An apology is a necessary act of greeting either the norm of

social decency demands improved behavior or when the linguistic expression has offended others. According to Austin (1996) this apology act is included into the illocutionary category, that is Behabitives, is the speech act caused by sympathy which includes giving forgiveness, in congratulation that always emerge in social interaction.

Brown and Levinson (Nador, 2009), assume that every human face concept, different body language is different when he does something that shows politeness, like a person's face when he made a mistake and then apologized. The concept of being polite is based on the notion that interlocutors usually follow some principle of politeness. Leech (1996:79) stated there are six maxims of the principle of politeness that are used to explain relationship between sense and force in daily conversation, there are the tact maxim, the generosity maxim, the approbation maxim, the modesty maxim, the agreement maxim and the last is the sympathy maxim.

Differences in the use of apology strategies have been shown to correlate with cross-cultural differences by both inter-language studies and studies that see the way different language speakers apologize in their own language. as described in previous theories, Olshtain and Cohen (1983) share five potentially emerging strategies in different languages. However, in more detail, there are five common strategies, the first is an expression of regret, an explanation of the situation, an acknowledgment of responsibility, an offer of repair and the as is a promise of forbearance. Both stares

often occur in real conversations, or in conversations in literary works, such as a dialog in movie.

This researcher focused on apology strategies used in “*Frozen*” movie. Because in this film there are several apology strategies used in the conversation. Therefore, the research about apology is not the first time. The research carried out by Firdaus the student of state Islamic University of Sunan Gunung Djati Bandung, entitled *Apology Strategies Used In Rush Hour 1 Movie*. Talked about kind of apology strategies, and talk about the most effective apologies to maintain the relationship used in the *Rush Hour 1 Movie*. Researchers analyzed all kinds of theoretical apology strategies by Trosborg, from starting a direct apology strategy to indirect. The next researcher is by Akmalia Nurul Aini entitled *The Way Of Apologizing in English EFL Students*. Discuss to what strategies used by Indonesian EFL students asking for apology in English and how those strategies reflect their pragmatic competence in English. The results of his research is to know directly how pragmatic science is used to express something in the classroom and learn how to apologize the right way. The other researcher is entitled *Apology Strategies Used in Mr.Poppers Penguins Movie* by Syifa Nurhilyati. The results of his analysis that is about apology that used in the film using the theory, then paired with data that have been analyzed with all the stems like expression of regret, offer of apology, explanation of the situation and other strategy.

Contributions from three previous studies to help researchers understand the various theories and methods of analysis for the researcher thesis, as it relates to apology strategies. The purpose of this study is to find out the apology strategy spoken by the characters in the *Frozen* film. The difference between these studies is on the research focus. This research will talk about how apology strategies used in *Frozen* movie and found how the characters use apology strategies related with principle of politeness in *Frozen* movie.

1.2 Research Question

Based on the explanation of the background, the researcher is interested to analyze apology strategies in *Frozen* movie. In this *frozen* movie story, there are some apologies. *Frozen* movie will be as the object of the study because the film provides situations describing how the apology strategies used. Related to the backgrounds of the study above, the research question formulated below:

1. How are the apology strategies used in *Frozen* movie?
2. How do the characters used the apology strategies relate with principle of politeness in *Frozen* movie?

1.3 Research Objective

The purposes of the research are:

1. To found out the part of apology strategies used in *Frozen* movie.

2. To know how the characters using apology strategies relate with the principle of politeness in *Frozen* movie.

1.4 Research Significance

This research is aimed to know the apology strategies used in *Frozen* movie and to know why the characters use the apology strategies. The significance of this research is divided into two part, theoretical significance and practical significance. Theoretically, the significance of research is in developing the theory of linguistics, pragmatics and speech act and also this research is able to improve the knowledge of the researcher about apology strategies. Practically, for the researcher as a student in English Department, this research will increase the knowledge in choosing the right word for apologizing speech.

1.5 Definition of the key term

To avoid ambiguity and misunderstanding, some terms have to used into this researcher. The key term are defined:

1. Pragmatics: Pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves.

2. **Speech Act:** is an utterance that for function in communication. Speech act includes real-life interactions and requires not only knowledge of the language but also appropriate use that language within a given culture . people perform speech acts when offering an apology, greeting, request, complaint, invitation, compliment, or refusal.
3. **Apology Speech Act :** Apologies as a speech act occurring between two participants in which one of the participants expects or perceives oneself deserving a compensation or explanation because of an offense committed by the other. In that situation, one participant has a choice to apologize or deny the responsibility or the severity of the action.
4. **Apology Strategies:** is one of speech act that used to keep a good relationship between two parties daily social life because there is some misunderstanding. Apology usually applies to an expression of regret for a mistake or wrong with implied admission of guilt or our fault and with or without reference. There are many apology strategies that appear in our real life.
5. **Principle of politeness:** purposes how to produce and understand language based on politeness and to establish feeling of community and social relationship. This study focus on the effect of the hearer rather than speaker.