CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of the research, statement of problem, research objectives, significance of the research, definition of key terms and organization of writing.

1.1. Background

Humans are the social being who can not be separated from communication with each other. Communication with each other is a very important thing to make a better relationship. It can not be denied, there are many miscommunications caused by ignorance of the meaning or context being discussed by the speakers. In language learning, the study which learns contextual meaning is pragmatics. "Pragmatics is concerned with the study of meaning, it is a concern by a speaker as a communicator and by a listener as an interpreter" (Yule, 1996, p. 3). It means that the process of understanding utterance needs a context. Moreover, Levinson (1983, p. 12) remarks that "Pragmatics is relevant to the writing and grammars, also between the aspect of the relationship between language and context".

Furthermore, it can not be denied that as human people often make a mistake when communicating with each other. A mistake that is made, can cause misunderstanding. Misunderstanding can become a barrier for some people to communicate. Therefore, they have to apologize to each other to keep a good relationship.

An apology is one of the speech acts that is used to keep a good relationship when a person makes mistakes to another person. Besides, an apology is a speech act that is used to restore relationships between a speaker (S) and a hearer (H) after S has offended H intentionally or unintentionally. (Leech, 1983) in Trosborg (1995, p. 373) stated, "The act of apologizing is a convivial speech

act, the goal which coincides with the social goal of maintaining harmony between speaker and hearer".

An apology is the form of regret that will make the situation better when someone has made a mistake. A mistake will damage one's relationship. Trosborg (1995, p. 373) remarked that "Apologies are expressive illocutionary acts which can be differentiated from complaints, which are also expressive acts, by being convivial in nature".

Apology strategies are the way how to get forgiveness when someone realise that he or she has done an action or has made something that offends another person. With use the strategy, the apologizer is hoped that his apologized is accepted by an offended person. There are many strategies which can used, for instance; rejection, minimizing the degree of offense, expression of apology, and so on.

This research focuses on apology strategies used by the characters in *Titanic* movie script by use Trosborg's theory about apology strategies and explains their context of situation by using Hyme's theory about context of situation. The main reason of this research chooses apology in speech act because the apology is the most common speech act which is always used in every communication when they made a mistake. Besides, this film is about romance in caste differences that creates many events containing apology expression. Thus, the researcher undertakes research by using the title "Apology Strategies Used by Characters in Cameron's *Titanic*".

An example of apology utterances used by characters in *Titanic* movie script is:

Jack : Let's see...Fabrizio's got niente. Olaf, you've got squat. Sven, uh oh...two pair..mmm.
(turns to his friend)
Sorry Fabrizio.
Fabrizio: What sorry? What you got? You lose my money??
Jack : **Sorry, you're not gonna see your mama again for a long time**...
Cause you're goin' to America!! Full house boys!"

In conversation above, there are apology utterance from Jack to his friend Fabrizio. He begs his apology not because make a mistake but Jack want to cheat his friends who won gambling to go to America, but in this conversation Jack using apology word "sorry". But, if we do not know the context was about, the utterance *"Sorry, you're not gonna see your mama again for a long time"* is refers to apology utterance.

As a result, the researcher is interested to analyze the apology strategies because in their conversation is contains apology utterance, so the researcher more easy for investigation and analysis. *Titanic* is a kind of romantic movie that was released on 1997. The background of this movie is the sink of a luxury cruise ship. This movie got the 11 achievment from Academy Awards (Oscar). Besides, for 12 years this movie was the best-selling movie. Almost everyone know this movie.

1.2. Statement of Problem

Titanic is a kind of romantic movie that tells about caste differences and then so many utterances that contains of apology from the main roles. Besides, they used many strategies when they conveyed their apologized. It means, they not only say "sorry" to apologize but use another word and strategy to get the forgiveness. Furthermore, the problem that will be discussed in this research can be formulated into two research questions, as follows:

1. What kinds of apology strategies are used by characters in *Titanic* movie script ?
2. What are their context of situation ?

1.3. Research Objective

Based on the research question above, writer focuses on kinds of apology and the context of situation. The research is aimed:

1. To find out the kinds of apology strategies used by characters in *Titanic* movie script.

2. To explain the context of situation in apology strategies are used.

1.4. Significance of the Research

The results of the research are expected to give contribution to the theoretical and practical uses of language. Theoretically, this research are expected to enrich the knowledge of pragmatics learning about speech act, especially about apology strategy in movie.

Practically, this research are expected to be useful and one of reference about speech act especially about apology strategy, and also expected this research contributes to English Department, especially the linguistics.

1.5. Conceptual Framework

This research is a qualitative research which focuses on the types of speech act of apology utterance used by the characters in *Titanic* movie. The researcher uses pragmatic point of view by considering the context in the process of analyzing. Context is an important element in pragmatics because every utterance can have different meaning or interpretation.

The researcher focuses on the illocutionary acts in the expressive speech acts. Searle's theory of speech act is choosen to classify the types of speech act. The researcher makes an analytical construct based on the explanation above. The analytical construct is made on the basis of the conceptual framework as shown in figure 1.
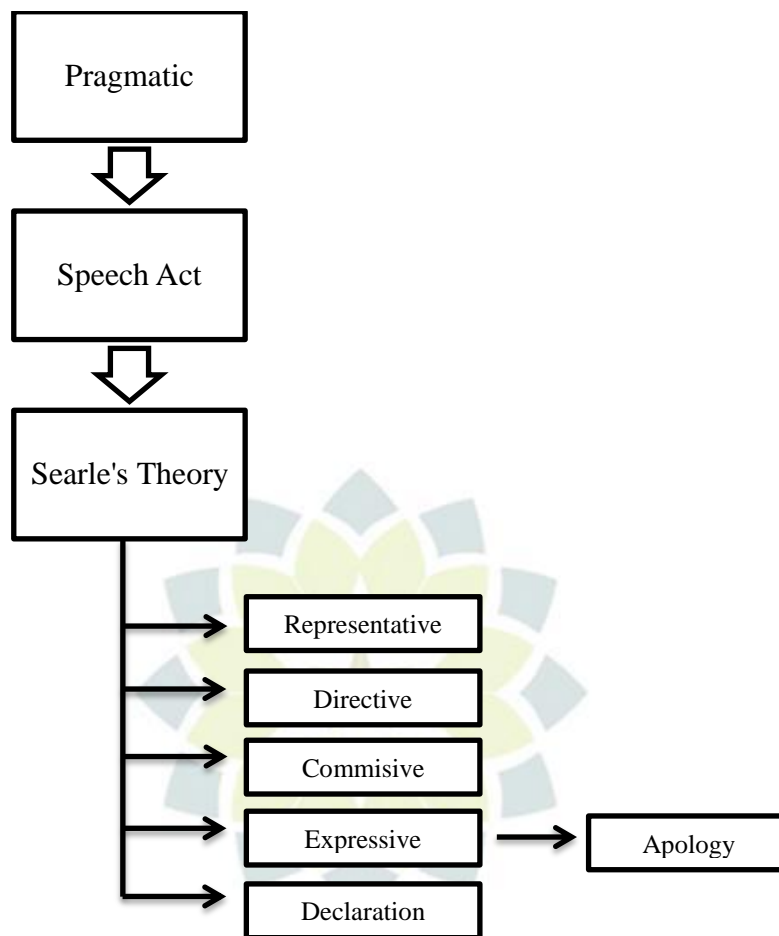
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                    ┌─────────────────┐
                    │   Pragmatic     │
                    └─────────────────┘
                             ⇓
                    ┌─────────────────┐
                    │   Speech Act    │
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                    │ Searle's Theory │
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                             │
                             ├──→  Representative
                             │
                             ├──→  Directive
                             │
                             ├──→  Commisive
                             │
                             ├──→  Expressive  ──→  Apology
                             │
                             └──→  Declaration
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Figure 1. Conceptual Framework of Speech Act

1.6. Previous Studies

The researcher reviews some previous studies from other researchers who have similar research. The similar research has been undertaken by (Pramudia, 2014) who analyze apology strategies used in Obama's speech. The problems are types of apologizing strategies and the apologizing strategies performed by Barack Obama in his speech. The result of this research, the researcher found 8 strategies of apology in the 12 excerpts.

The other of similar research has been undertaken by Dzihni (2015) who analyze apology strategies in Prime Minister's speech. The problems are kinds of apology strategies and how strategies are used by Julia Gillard. The result of this research in Julia's speech shows that she has practised the apology strategy in

delivering her speech. Julia's speech identified using rejection, acknowledgement of responsibility, promise and forbearance, expressing concern for the hearer, minimizing as well as offer of repair as the type of apology strategy which are employed.

Moreover, the other of similar research has been undertaken by Mariette (2016) who analyze apology strategies in Screem Queens (2015). The problem is how college students will use combinations of apology strategies as a form of speech act realization by Cohen and Olshtain theory. In this research, the total of apology strategies found thoughout their data source are 124. The most used apology strategies is EA (Expression of Apology) with 59 utterances.

Then, the other of similar research has been undertaken by Ratnasari (2017) who analyze the strategy of apology used by the characters in the Stuart Little movie with use theory by Trosborg. The result of data analysis showed that the apology strategies are acknowledgement of responsibility, explicit acceptance of the blame, expression of lack intent, explanation or account, explicit explanation, explicit acknowledgement, offer of repair, expression of apology, and expression concern for hearer.

The differences between the previous study above and this research is the object. Although the theory is the same from Trosborg, the object of this research is not from speech but from movie script. The researcher also use the movie to support the analysis and to understand the story so that the context of situation can be easily observed.