

ABSTRACT

Syifa Nurhilyati, 1211503139, *Apology Strategies used in Mr. Poppers Penguins Movie. A Bachelor Thesis, English Department, Faculty of Adab and Humanities, Universitas Islam Negeri Sunan Gunung Djati Bandung. Advisor: 1. Dr. Dedi Sulaeman, M.Hum; 2. Udayani Permanaluddin, S.S, M.Pd.*

Key words: Pragmatic, Speech Act, Apology, Apology Strategy.

The purpose of this research is to find out the apology strategies employed by the characters in *Mr. Poppers Penguins* Movie and apology strategies mostly used also to reveal the reasons of those apology strategies uttered by the them.

The researcher used interpretation and description of the qualitative method consisting of some steps. They are (1) Watching *Mr. Poppers Penguins* movie repeatedly; (2) Reading the English subtitle of *Mr. Poppers Penguins* movie; (3) Classifying the data; (4) categorizing the data; (5) analyzing the data.

The data of this research was taken from *Mr. Poppers Penguin* Movie, adapted by the children's book of the same name. There are 20 data found by the researcher, containing of 5 apology strategies such as *a request for forgiveness, an expression of an apology, expression of regret, an explanation or account, an offer of repair* used by character in the movie. Another finding shows that apology strategies mostly used in the movie are *an explanation or account*