

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of the research, statements of problems, research objectives, significance of the research, definition of key term and organization of writing.

1.1. Background of the Research

In social life, human uses language for communication. Communication is a very important thing in maintaining relationship to make it better when some incidents of misunderstanding or miscommunication happen. For this reason, human has to understand what the speaker means in communication. In linguistic, the study which learns contextual meaning called pragmatics.

Yule (1996:3) states that pragmatic is the study of speaker meaning. Pragmatic is the study of contextual meaning. In pragmatics we recognize words and meaning in its usage. One of pragmatics branch is speech act. Austin (1962: 4) defines speech act as the actions performed in saying something (performativity utterance). Then, we are using words to say something and perform action in real word context, for example apology utterances. As an imperfect creation, human cannot be avoid from the mistakes. The same fact it's happen in communication. Therefore they had to apologizing each other to keep their relationship. Everyone has different ways to express his apologizing act. There are express directly and indirectly.

There are many apology strategies that appear in real life. For example, sometime we do mistakes in speaking that caused misunderstanding and miscommunication, so we must correct those mistakes. In the daily life, if we have a little chat with our friends, sometimes they invite us to have dinner or take sightseeing, we sometimes refuse it and we must refuse it politely, that is one example of apology strategy that is we ask an apologize in refusing someone's invitation.

From this case, the researcher tries to decrease about the mistakes by the apology strategy. Trosborg (1994: 373), argues that apologies are expressive illocutionary act which can be differentiated from complaints, which are also expressive acts, by being convivial in nature. In this research, the researcher uses Cohen and Olshtain apology strategy. Based on them, there are five strategy of apology;

1. An expression of an apology:
 - a. Expression of regret
 - b. An offer of apology
 - c. A request for forgiveness;
2. Acknowledgement of responsibility;
 - a. Accepting the blame
 - b. Expressing self-deficiency
 - c. Recognizing the other person as deserving apology
 - d. Expressing lack of intent;
3. An explanation or an account of the situation;

4. An offer of repair;
5. A promise of forbearance.

This research focuses on apology strategies in “Mr. Poppers Penguin’s movie. The researcher chooses that movie, because Mr. Poppers Penguin’s movie, is one of family movie, where as in family movie reflex about the real story in daily life than romantic and action movie also the script of this movie is suitable for this research. In that movie there are several of apology strategy to express their apologizing act.

Some examples of apology utterances in Mr. Poppers Penguins are:

“Mr. Thomas Popper: Hey, kiddo. I’m right on the verge of something big here. But I’m not going to make it home for your birthday. **I’m really sorry, but opportunities like this are hard to find, Son**”.

In conversation above there are apology utterances from Mr. Thomas Popper to his son. He begs his apology because of his absence in the birthday party of his son.

The other examples are:

“Mr. Popper: Yeah, Pippi.

Pipi Peponopolis: Mr. Popper!

Mr. Popper: Yeah. **I’m not coming into work again today. I have a pest problem**”.

In the conversation above there are apology utterances from Mr. Popper to his assistant, Pippi Peponopolis. He try to apologize because there is a trouble until he cannot go to his office.

The researcher reviews some previous studies from other researchers who have already done similar research. That similar research has been taken by Mahmud Zalaludin A. (2013) who analyzes pragmatic analysis of representative speech act in “Obama speech to the United Nations” general assembly text. Beside that Firdaus (2012) who analyzes apology strategies in rush hours 1 movie, and Diah Rodiah (2007) who analyzes an analysis of apologizing words in some reading materials. The researchers above mostly analyze speech act and apology. The researcher is also using the same theme but has different theory to support the data in *Mr. Poppers Penguin’s movie*.

1.2. Statements of Problem

Based on the background above, the statement can be formulated into two research questions as follow:

1. What are apology strategies found in Mr. Poppers Penguins Movie?
2. What are apology strategies mostly used in Mr. Poppers Penguins Movie?
3. What are the reasons of the characters using apology strategies in Mr. Poppers Penguins Movie?

1.3. Research Objective

The purposes of the research are:

1. To know apology strategies in Mr. Poppers Penguins movie,
2. To know apology strategies mostly used in Mr. Poppers Penguins Movie

3. To know the reasons of the characters using apology strategies in Mr. Poppers Penguins Movie.

1.4. Significant of the Research

As the purposes of this research are to know the apology strategies are used in Mr. Poppers Penguin's movie and to know the strategy in which situation are used by character in that movie. 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 in linguistics, notably for pragmatics and speech act; and also this research is able to improve the knowledge of the researcher about apology strategy. Practically, for the researcher as a student in English department, this research increase the knowledge in choosing the right word for apologizing speech.

1.5. Definition of Key Term

This research have some key term. There are:

- a. **Pragmatic:** A subfield of linguistics and semiotics that study the ways in which context contributes to meaning.
- b. **Speech act:** An utterance considered as an action, particularly with regard to its intention, purpose, or effect.
- c. **Apology:** An expression of remorse for something you have done wrong and serves as a way to repair a relationship after that wrong doing.

- d. **Apology Strategy:** The methods used by individuals to perform the speech act of apology such as expressions of apologies, remorse and reparation, and in order to avoid misunderstanding.
- e. **Mr. Poppers Penguins:** A 2011 American comedy family movie directed by Mark Waters, produced by John Davis written by Sean Anders, John Morris and Jared Stern. The movie based on the children's book by Richard's Atwater and Florence Atwater, published in 1938.

1.6. Organization of Writing

This paper is divided into five chapters. They are:

- Chapter I : **Introduction**, this chapter consists of background of research, statement of problem, research objective, significant of the research, definition of key term and the organization of writing itself.
- Chapter II : **Theoretical Foundation**, this chapter serves some theories, including: Pragmatics, speech acts, apology, apology strategy and all about movie.
- Chapter III : **Research Methodology**, this chapter contains of methodology of the research, sample of data, sources of data, technique of collecting data and technique of analyzing data.

Chapter IV : **Finding and Discussions**, this chapter the researcher will explain about the data analysis, related to finding and the further discussion the data.

Chapter V : **Conclusion and Suggestion**, this chapter includes the conclusion and suggestion.