

**AN ANALYSIS OF APOLOGY STRATEGIES  
IN “THE ELLEN DEGENERES SHOW” TALK SHOW:  
PRAGMATICS APPROACH**

**THESIS**



**By:  
Alfhiani Sabilla  
161210108**

**ENGLISH DEPARTMENT  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
2020**

**AN ANALYSIS OF APOLOGY STRATEGIES  
IN “THE ELLEN DEGENERES SHOW” TALK SHOW:  
PRAGMATICS APPROACH**

**THESIS**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Sarjana Sastra**



**By:  
Alfhiani Sabilla  
161210108**

**ENGLISH DEPARTMENT  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
2020**

## SURAT PERNYATAAN ORISINALITAS

Yang bertanda tangan dibawah ini saya:

Nama : Alfhiani Sabilla  
NPM : 161210108  
Fakultas : Ilmu Sosial dan Humaniora  
Program Studi : Sastra Inggris

### AN ANALYSIS OF APOLOGY STRATEGIES IN "THE ELLEN DEGENERES SHOW" TALK SHOW: PRAGMATICS APPROACH

Adalah hasil karya sendiri dan bukan "duplikasi" dari karya orang lain. Sepengetahuan saya, didalam naskah skripsi ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain. Kecuali, yang secara tertulis dikutip didalam naskah dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila ternyata didalam naskah skripsi ini dapat dibuktikan terdapat unsur-unsur PLAGIASI, saya bersedia naskah skripsi ini digugurkan dan gelar yang saya peroleh dibatalkan, serta diproses sesuai dengan peraturan perundang-undangan yang berlaku. Demikian pernyataan dibawah ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun.

Batam, July 30<sup>th</sup> 2020

Yang membuat pernyataan



Alfhiani Sabilla  
161210108

## **DECLARATION OF THE THESIS ORIGINALITY**

I, Alfiani Sabilla,  
Hereby declare that this thesis entitled:

### **AN ANALYSIS OF APOLOGY STRATEGIES IN “THE ELLEN DEGENERES SHOW” TALK SHOW: PRAGMATICS APPROACH**

Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, July 30<sup>th</sup> 2020



**Alfiani Sabilla**

**161210108**

**AN ANALYSIS OF APOLOGY STRATEGIES  
IN “THE ELLEN DEGENERES SHOW” TALK SHOW:  
PRAGMATICS APPROACH**

**By:  
Alfhiani Sabilla  
161210108**

**THESIS**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Sarjana Sastra (S1)**

**The thesis has been approved to be examined on the date as indicated below**

**Batam, July 30<sup>th</sup> 2020**

**Ance Jusmaya,S.Pd.,M.Pd.  
NIDN: 1014038403**

## ABSTRAK

*Penelitian ini membahas tentang strategi permintaan maaf yang ditemukan di The Ellen DeGeneres Show. Tujuan dari penelitian ini adalah untuk mengetahui dan menggambarkan jenis strategi permintaan maaf berdasarkan teori Trosborg (1995) dan jenis pelanggaran berdasarkan teori Deutschmann (2003) yang ditemukan dalam acara Ellen DeGeneres Show. Peneliti menggunakan metode deskriptif kualitatif. Data dikumpulkan berdasarkan ucapan yang terkandung dalam acara Ellen DeGeneres dengan observasi. Dalam memperoleh data, peneliti menonton acara The Ellen DeGeneres di YouTube, kemudian membaca subtitle. Peneliti membuat transkripsi episode The Ellen DeGeneres Show. Selanjutnya, peneliti menggunakan metode identitas pragmatis dalam menganalisis data. Temuan ini menunjukkan bahwa ada jenis strategi permintaan maaf yang ditemukan di Ellen DeGeneres Show yang terdiri dari 19 data. Itu dibagi menjadi delapan tipe permintaan maaf langsung, enam tidak langsung, satu dukungan perbaikan, dan tiga strategi mengelak. Kedua, jenis-jenis pelanggaran yang ditemukan di Ellen DeGeneres Show. Mereka terdiri dari satu pelanggaran bicara, satu pelanggaran pendengaran, satu gangguan sosial, tiga kurangnya pertimbangan, satu kecelakaan, satu pelanggaran harapan, dua kesalahan dan kesalahpahaman. Akibatnya, strategi permintaan maaf yang paling sering ditemukan adalah permintaan maaf langsung.*

*Kata Kunci: Pragmatik, Tindak Tutur, Strategi Permintaan Maaf*

## **ABSTRACT**

This research discusses about apology strategies found in The Ellen DeGeneres Show. The aim of this research is to find out and describe the type of apology strategies based on Trosborg (1995) theory and the types of offences based on (Deutschmann, 2003) theory that found in The Ellen DeGeneres show. The researcher used qualitative descriptive method. Data is collected based on utterances contained in Ellen DeGeneres show by doing observation. In gained the data, the researcher watches The Ellen DeGeneres show on YouTube, then read the subtitle. Then, the researcher makes the transcription of Ellen DeGeneres show episode. Next, researcher used pragmatic identity method in analyzing data. The finding is shown that there are the types of apology strategies found in Ellen DeGeneres Show are consists of 19 data. It divided into eight, such as: direct apology, six indirect, one remedial support, and three evasive strategies. Second, the types of offences found in Ellen DeGeneres Show. They are consist of one talk offence, one hearing offence, one social gaffes, three lack of consideration, one accident, one breach of expectation, two mistakes and misunderstanding. As the result, the most frequent apology strategies found is direct apology.

Keyword: Pragmatics, Speech Act, Apology Strategies

## ACKNOWLEDGEMENT

All praise and gratitude the researcher prayed to the presence of Almighty God because of His grace that the researcher can complete the final report which is one of the requirements for completing the undergraduate study program (S1) in English Literature study Program at Putera Batam University. The researcher realized that this thesis is far from perfection. Therefore, researcher needs constructive criticism and advice. Moreover, researcher also realized that this thesis would not have been possible without help, guidance, and encouragement from several parties. Because of that, the researcher would like to express here sincere gratitude to all people who involve both directly and indirectly especially to:

1. Dr. Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University
2. Rizky Tri Anugrah bhakti, S.H., M.H., Dean of Social Science and Humanities Faculty of Putera Batam University
3. Afriana, S.S., M.Pd. as head of English Department of Putera Batam University
4. Ance Jusmaya, S.Pd.,M.Pd., as thesis supervisor in English Literature Department of Putera Batam University
5. All lectures of English department, thank you for knowledge, motivation and suggestion during my study at Putera Batam University
6. All of my friends who are studying at Putera Batam University which have given spirit and friendship to the researcher.

May God given mercy, peace and love for them. Amen.

Batam, July 30<sup>th</sup> 2020



Alfiani Sabilla  
161210108



## TABLE OF CONTENTS

<b>COVER PAGE</b> .....	<b>i</b>
<b>TITLE PAGE</b> .....	<b>ii</b>
<b>SURAT PERNYATAAN ORISINALITAS</b> .....	<b>iii</b>
<b>DECLARATION OF THE THESIS ORIGINALITY</b> .....	<b>iv</b>
<b>APPROVAL PAGE</b> .....	<b>v</b>
<b>ABSTRAK</b> .....	<b>vi</b>
<b>ABSTRACT</b> .....	<b>vii</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>viii</b>
<b>TABLE OF CONTENTS</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the Research.....	1
1.2 Identification of the Problem.....	6
1.3 Limitation of the Problem.....	6
1.4 Formulation of the Problem.....	6
1.5 Objective of the Research.....	6
1.6 Significance of the Research.....	7
1.7 Definition of Key Terms.....	7
<b>CHAPTER II REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK</b> .....	<b>8</b>
2.1 Pragmatic.....	8
2.1.1 Speech Act.....	9
2.1.2 Apology.....	10
2.1.3 Apology Strategies.....	11
2.2 Previous Research.....	28
2.3 Theoretical Framework.....	34
<b>CHAPTER III METHOD OF RESEARCH</b> .....	<b>36</b>
3.1 Research Design.....	36
3.2 Object of the Research.....	36
3.3 Method of Collecting Data.....	36
3.4 Method of Analyzing Data.....	37
3.5 Method of Presenting Research Result.....	38
<b>CHAPTER IV RESEARCH ANALYSIS AND FINDINGS</b> .....	<b>39</b>
4.1 Research Analysis.....	39
4.2 Research Finding.....	60
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS</b> .....	<b>62</b>
5.1 Conclusions.....	62
5.2 Suggestion.....	63
<b>REFERENCES</b> .....	<b>64</b>
<b>APPENDIXES</b>	
APPENDIX 1. Supporting Research	
APPENDIX 2. Curriculum Vitae	
APPENDIX 3. The Letter of the Research	

**LIST OF FIGURES**

Figure 2.1 Theoretical Framework.....34

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Communication became an essential aspect for humans to connect with others. Humans used the language as a tool of communication. Language can be used to express the idea, feeling, and opinion. The people who are involved in communication, it could be consist of the speaker and the listener. Sometimes, the speaker uttered the word or did an act which is distract someone's feeling and it makes them feel uncomfortable. For example, the student who makes noises in the library will make another student feel uncomfortable. Therefore, an apology became the way to resolve this problem.

In pragmatic, apology is one kind of speech act that include into expressive illocutionary act. Expressive speech act express what the speaker feels which is related to someone's psychology. It is related to someone's psychology because it expresses the sorrow and regret because she or he has offended the hearers. For example, the student delivered an apology to his teacher, "I am sorry, I came late". It is clearly that it shows her regret being come late to the class.

In human life, the apology that uttered by a person who has been offended someone's feeling is very important. It is because to maintain a good relation with each other. Trosborg (1995) stated that the act of apologizing is a convivial speech act. The goal of which coincides with the social purpose of maintaining harmony

between speaker and hearer. Therefore, apology cannot be separated in human life, especially when they are doing interaction.

The existence of an apology can be found in our daily life. Al-quraishy (2011) stated, in doing the apologizing act, they should employ certain strategies of apologies. It is used to maintain the relationship at least reduce the offense to the offended. According to Trosborg (1995) a person might be said his regret directly, he uttered “apologize”, “be sorry,” or “excuse”. The other used the longer explanation or taking on responsibility that indirectly or implicitly shown his regret. For example, when a person forgot his old friend name because he has not met him for a long time “Oh sorry, I can’t remember you. Can you tell me what your name is?” In this example, the apologizer uttered an apology with giving an explanation.

The phenomenon of apology uttered by someone can be found in talk show. Talk show usually contains of the conversation between the host and the guest who known as famous person and discussed the various interesting topic. It can be about the experience, personal life, career and etc. Sometimes, when they are in a conversation, the guest or the host makes a mistake. As a result, one of them uttered an apology. In conclusion, apology used when people doing a mistake in a conversation, even in the talk show.

In this research, the researcher used talk show, title “The Ellen DeGeneres Show” as the object of the research. This talk show is one of the famous talk show which is hosted by Ellen DeGeneres since 2003. There are some programs in this

such as comedy, celebrity, musical guests, and people interest stories. This show has received many award and nomination, such as got 166 Daytime Emmy Award nominations and won 61 Daytime Emmy Award as of 2019. In addition, The YouTube channel of Ellen DeGeneres Show also include in the top 20-most subscribed YouTube channels.

There is an example of an apology strategy used in “The Ellen DeGeneres Show”. The conversation occurred between Justin and David. It started when David talk to Ellen about how he and his children spent the Halloween at Justin Bieber’s house. Suddenly, Justin appears from the box and it makes David scares.

Justin Bieber : *Sorry. They wanted me to do it. I got to go.*  
 David Beckham : Oh, man. I really didn’t think that was going to happen.

Related to the conversation above, Justin uttered an apology to David who scared by him. Justin said, “*Sorry. They wanted me to do it. I got to go.*” Related to Anna Trosborg theory, the apology strategies that he used in this conversation is included in minimizing of the degree of offense strategy. In this strategy, this utterance is categorized into blaming someone else. It can be seen that Justin said, “*Sorry. They wanted me to do it.*” The word “they” that he used in his utterance refer to someone else who also include caused him did it.

Moreover, when someone uttered an apology, he must be did the offense to other people. The type of offense that did by the apologizer is different. According to Coulmass in Deutschmann (2003), the offenses or “object of regret” is what obligates an apology. It means, the thing that caused by person until he

feel regret and he should be uttered an apology. This conversation below shows another example of apology found in “The Ellen DeGeneres Show”.

David Beckham : Well, we all follow Justin on Instagram, of course. And we’re all fans. And we all love him. And it was coming towards the end of our night and the kids have had far too much candy and enjoyed theirselves a lot. So on the way back, Romeo turned round to me. He said, Justin’s selling snow cones. And I was like, really?

Ellen : Selling?

David Beckham : *Sorry. Not selling, giving, giving them away.*

The conversation above occurs between Ellen and David Beckham. David told to Ellen how their children enjoyed the Halloween at Justin Bieber’s house by eating a lot of candy and snow cones who given by Justin. When he told that Justin have given snow cones to them, he said “Selling” unintentionally. He should be said “Giving” he realized and said “*Sorry. Not selling, giving, giving them away.*” Related to theory by Deutschmann (2003) the type of offense did by David was categorized as talk offenses, especially slip of the tongue because he doesn’t mean to said that word.

There are many researches that has discussed about apology strategy. For example, the first research is written by Retnowaty & Maulida (2019) entitled “Apology Strategies Used by Students in University of Balikpapan”. Their research concerns on the kinds of apology strategies, the affect of age and social status in choice of apology strategies. The second research, written by Alsulayyi (2017) titled “A Contrastive Study of the Use of Apology Strategies by Saudi EFL Teachers and British Native Speakers of English: A Pragmatic Approach”. His

study considers expressions of regret based on gender, cultural differences and severity of the offence.

Based on two researches analysis, it can be seen that those research has several weaknesses. Because, in the first research Retnowaty & Maulida (2019) just discussed about apology strategies used by the student. Then, the second research by Alsulayyi (2017) discussed apology strategy between teacher and student. In addition, they also used different theory, Retnowaty & Maulida used Troborg and Ajimer's theory compiled by Firiani & Lestari in Fitriani (2012) and Alsulayyi used Bergmen and Kesper's (1993) theory. In this case, the researcher discussed apology strategy in talk show and used Trosborg's (1995) theory. Therefore, it can be said that there is no research yet that discussed apology strategies in the talk show especially Ellen DeGeneres show. Because of that, this research is important to be done.

Related to the explanation above, there are some reasons of the researcher used apology strategy as the object of this research. First, the phenomenon of the usage an apology is often found when people doing communication. Second, the researcher wants to investigate more about the usage of apology strategies in the utterance used by person especially in the talk show. Third, talk show is a program which is interested to be analyzed about apology strategy. Both talk show and pragmatic were related each other because they used the conversation and the context to analyze meaning of someone's utterance. Moreover, apology is part of speech act in pragmatic.

## **1.2 Identification of the Problem**

As discussed in the background of the research above, there are several problems that found and it can be analyzed. The problems that include, as follows:

1. Apology is one kind of speech act that include into expressive illocutionary act.
2. The phenomenon of apology can be found in human life especially during interaction.
3. The importance of apology is to maintain a good relation with each other.
4. People have different strategies in uttered their apology.
5. The offense that used by the apologizer is different each person.

## **1.3 Limitation of the Problem**

Based on the identification above, there were three problems that the researcher limits into two main focuses. Such as:

1. The types of apology strategies found in The Ellen DeGeneres Show.
2. The types of offenses found in The Ellen DeGeneres Show.

## **1.4 Formulation of the Problem**

After the researcher limits the problems, the next step is formulating the problems, as follows:

1. What are the types of apology strategies found in The Ellen DeGeneres Show?
2. What are the types of offenses found in The Ellen DeGeneres Show?

## **1.5 Objective of the Research**

There are some objectives become the cause of arranged this research below:



1. To find out and analyze the types of apology strategies in The Ellen DeGeneres Show.
2. To find out and analyze the types of offenses in The Ellen DeGeneres Show.

## **1.6 Significance of the Research**

### **1. Theoretical Significance**

Theoretically, there are some purposes that include in this research. First, the researcher supposed to give more information about the types of apology strategies and the types of offenses in The Ellen DeGeneres show. Second, it is supposed to improve our understanding about the apology strategies that often found in our daily life and as the comparison for future research.

### **2. Practical Significance**

Practically, this research includes some expectation from the researcher. First, it will be useful for the reader in gaining knowledge about the types of apology strategies and the types of offenses in The Ellen DeGeneres Show. Second, it gives the contribution for the researcher in describing the existence of apology strategies that happens in The Ellen DeGeneres Show.

## **1.7 Definition of Key Terms**

Apology : The act of apologizing is a convivial speech act.

Apology Strategy : The way which are used by a person in performing their apologizing act.

Talk Show : A radio or television program in which usually well-known persons engage in discussion or are interviewed.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **2.1 Pragmatic**

In daily life, language can be a barrier to someone to communicate or it can be a way of success in life Mubarak (2019). In linguistic, there is a study about language and contextual meaning. The linguist called pragmatic. The person who uttered the sentence to another person, he had the role as the speaker and the person who listen their utterance, it known as listener or hearer. In pragmatic, when the speaker saying something, then it makes the listener must interpret the utterance based on the context. So, the listener must know the meaning that did not stated directly by the speaker.

There are some experts that stated the definition about pragmatic. First, Birner (2013) stated that in order to know what someone meant based on what they have said, it's not enough to know word's meaning (semantics) and then it's not enough to know how they strung together became a sentence (syntax) but we have to know who uttered, what context, and be able to make inferences related to why the speaker said it and what the speaker intend to make us understand. Another expert such as Yule (1996) the study of meaning which communicated by the speaker or the writer and interpreted by listener or the reader called as pragmatic.

Based on the definition above, it can be conclude that pragmatic is the study that related to the context which needed to know who said the utterance, what is

the intended meaning that the speaker wants to convey to the listener then the listener must interpret the speaker's utterance. There are some topics that discussed in pragmatic studies, such as reference, presupposition and speech act. In this research, the researcher will be concern discuss on speech act.

### **2.1.1 Speech Act**

One of the branches which is include in pragmatic is speech act. When a person uttered the words, there is an act followed of that word. For example, a person who uttered, "Good evening!" he also performs an act which is categorized in speech act as a greeting. According to Yule (1996), speech acts is an action performed through utterances. Therefore, he divided the act into three categories, such as locutionary act, illocutionary act, and perlocutionary act.

Yule (1996) stated that the first type is locutionary act which is known as basic act of utterance, or producing a meaningful linguistic expression. Second, illocutionary act, when people form an utterance with some kind of function in mind. The last, perlocutionary act, create an effect that the speaker wants to the hearer. As a result, the illocutionary act classified into five, they are: representatives, directives, commissives, expressives and declarations.

Representative is kind of speech acts that state what the speaker believes to be the case or not. Declarations are those kinds of speech acts that change the world via utterance. Directive states that speakers use to get someone else to something. Expressives are those kinds of speech act that state what the speaker feels. It expresses the psychological states and it can be statement of pleasure, joy, sorrow, like, dislike and pain such as apologies, thanks, deplors, appreciates etc.

Commissives are those kinds of speech acts that are used by the speakers to commit themselves to some future actions. It expresses what the speaker intends such as promises, refusals, swears, offers, vows.

### **2.1.2 Apology**

Based on the explanation above, apology includes kind of expressive illocutionary act. According to (Searle in Yu Weihua, 2015) based on theory of speech, apology is classified as expressive because it expresses speaker's psychological attitude. It means that, apology related to someone's psychology such as how someone expresses her sorrow and regret because she or he has offended the hearers. For example, "I am sorry, I came late". It is clearly that she shows her regret to come late. It conclude that apology uttered by someone as regret because they has been hurt someone's feeling and it also as an act to maintain their relationship.

In addition, Trosborg (1995) stated that apologies are kinds of illocutionary act and also expressive speech act by being convivial in nature. It means that, apology is an act which is friendly action did by the person naturally. Moreover, Fraser in Yu Weihua (2015) said that when a person perform an apology, there are two basic condition which are needed: First, the speaker or the apologizer acknowledges responsibility for doing the acts. The last, the speaker or apologizer conveyed his or her regret for the offended which it results of the commission of act.

Based on the explanation above, it can be concluded that apologies are kinds of illocutionary act and also expressive speech act which is common used in

communication between people. It expresses the regret when a person makes a mistake. In addition, apology became the friendly action because it happens naturally in daily conversation when the person did a mistake. So, apology is important in human's life.

### **2.1.3 Apology Strategies**

In performing apologizing act, it needed strategy to make our apologizing act more effective. Alquraishy (2011) stated, in doing the apologizing act, they should employ certain strategies of apologies. It is used to maintain the relationship at least reduce the offense to the offended. Every person has their own way to convey their apologized to other people. Whether they said it directly using the verb that signaling apology such as *sorry*, *apologize*, *pardon* or indirectly such as the apologizer giving explanation to them or taking on responsibility Trosborg (1995).

#### **2.1.3.1 Types of Apology Strategies**

There are some experts who stated that apology strategies divided into some of types. Some of the experts are Holmes, Cohen & Olshtain, and Reiter. In this research, the writer used theory of strategy apologies by Trosborg's. Trosborg (1995) divided apology strategy into five types, they are:

##### **2.1.3.1.1 Direct Strategies**

Direct apology or explicit apology is the strategy when the apologizer uses an expression or utterance which contains performative verb such as *forgive*, *sorry*, *excuse* or *apologize*. In addition, direct apology is called Illocutionary Force Indicating Device (IFID). There are three types of direct strategies:

## 1. Expression of Apology

It is used when the apologizer expressed his or her apology to the hearer in direct way or explicit way. It divided into three kinds, expression of regret, offer of apology and request forgiveness.

### 1. Expression of Regret

The apologizer expressed his regret to the hearer. The conversation below show how expression of regret occurs in conversation:

William : *I'm sorry* for losing your novel.  
 Claire : Okay, no problem.

It can be seen in the conversation that Claire uttered an apology directly because he feels regret for losing Claire's novel. She show an expression of regret by uttered "*I'm sorry* to keep you waiting." It can be seen that she express her regret by uttered "I'm sorry" for what he has done.

### 2. Offer of Apology

The apologizer offers an apology to the hearer for the mistakes or offends. The example of offer of apology:

Student : *I apologize for* being late.  
 Teacher : Okay. But, you don't come late tomorrow.

In the conversation, the student who comes late offered an apology to the teacher because he came late. The student uttered apology which is shown by used, "*I apologize for* being late." to the teacher as the regret for came late. Finally, his apology categorized as the offered of apology because he used "I apologize for".

### 3. Request for Forgiveness

It is occurred when the apologizer expects forgiveness from the hearer.

Example: Please, forgive me; Pardon me. The example of request for forgiveness, such as below:

Tiffany : I think, I will go to the salon tomorrow.  
 Jessica : *Pardon me*, I didn't hear what you said.

In the conversation, Jessica uttered an apology because she doesn't hear clearly for about Tiffany's utterance before. Then, she request for forgiveness to Tiffany. It can be seen, she used request for forgiveness by the words, "Pardon me" to utter her regret.

#### **2.1.3.1.2 Indirect Strategies**

Indirect strategies used when the apologizer expressed his or her apology to the hearer in indirect way or implicit way. There are two kinds of indirect strategies, such as acknowledgment of responsibility and explanation or account.

##### **1. Acknowledgment of Responsibility**

In this strategy, the apologizer chooses to take responsibility that he or she can do explicitly and implicitly and by using several degrees of self-blame (from low to high intensively).

##### **a. Implicit Acknowledgment**

It is used by the apologizer when he or she blames herself/himself implicitly for what the offences he has done.

Justin : Perhaps I shouldn't have done it.  
 Selena : Yes, of course.

The speaker blames himself implicitly. He didn't use the word "sorry" to show his regret, but he realized for the mistake that he has done and blame himself.

### **b. Explicit Acknowledgment**

It is used by the apologizer when recognized the mistake explicitly. The example of explicit acknowledgment:

Justin : Where is my book?  
Selena : I'll admit I forgot to bring it.

Here Selena realized that she have done something wrong. She forgot to bring the book and then he uttered an apology. She recognized her mistakes explicitly. It is shown when she uttered, "I'll admit I forgot to bring it".

### **c. Expression of Lack of Intent**

The apologizer expressed that he have no intention to caused the damages or offend. The following example of lack of intent used in conversation:

Justin : Why did you do this?  
Selena : I didn't mean to scare you.

In the conversation, Selena deliver an apology which is include expression of lack of intent. Here, she said "I didn't mean to scare you" which means that she have no intention did it. The words "I didn't mean" is clearly shows that the mistakes that she has done is unintentionally.

### **d. Expression of Self-deficiency**

It is occurred when the apologizer is shown the lack of himself/herself to the hearer. The example of expression of self deficiency:

Jerry : Could you draw this flower?  
Tom : Drawing? I am bad at drawing.



In the conversation, Tom felt sorry that he cannot help Jerry for drawing the flower. Here, he shows his lack of himself which is categorized an expression of self deficiency.

#### **e. Expression of Embarrassment**

In this strategy, the apologizer feels shame for what he does to the hearer. For example in the conversation below:

Anna : I feel so bad about it.  
Selly : It's okay.

The conversation is occurs when the speaker Anna give wrong information to Selly. Then, Anna feels shame and decide to uttered an apology to Selly. The strategy used by Anna in uttered an apology is expression of embarrassment. Because Anna feels shame for what he has done.

#### **f. Explicit Acceptance of the Blame**

In this strategy, the apologizer received when the complainer blame him/her. For example:

Ardi : This is my mistake. You're right to blame me.  
Selly : I hope you will not do this again later.

In the conversation, Ardi shown his regret and realized his mistakes. Then, he accept if the offender blames him. It is shown when he said, "This is my mistake. You're right to blame me" It is clearly that he realized the offences and accepted if the complainer/offender blames him.

## **2. Explanation or Account**

In this strategy, the apologizer tries to reduce the mistake or the guilty by giving an explanation or account of the situation to the person who has been offend by him/her. It divided into two kinds, they are:

#### **a. Implicit Explanation**

The apologizer is giving explanation to the hearer implicitly. For example the conversation below:

Julian : Why did you not come to my house?  
 Juliet : Such thing is happen to my sister.

The speaker said that she didn't come to her house because there is a thing that happens to her sister. The apology strategy used Juliet is implicit explanation because she gives an explanation about his mistakes implicitly.

#### **b. Explicit Explanation**

It is used when the apologizer is giving explanation to the hearer explicitly.

For example:

Rose : Why did you not come to my house?  
 Jennie : Sorry I can't come to your birthday because my little sister is sick.

A uttered an apology because he feels regret that she didn't come to Jennie's birthday. She gave an explanation what the reason why she didn't come. It is caused that her sister sick. She gives an explanation about his mistakes explicitly.

### **2.1.3.1.3 Evasive Strategies**

#### **1. Minimizing of the Degree of Offense**

In this strategy, the apologizer does not deny the responsibility. He or she minimizes the degree of offense. There are three kinds of this strategy. Such as:

##### **a. Minimizing**

The apologizer tries to lessen the degree of offense by saying that the offense is not big problem. For example:

Irene : What about it, it's not the end of the world.  
Rose : What?

The context of the conversation above is occurs when speaker lost Rose's book and Irene stated that her mistake is nothing or it can be said that it is not big problem. It's because she can buy it again. So, she uttered an apology by said, "What about it, it's not the end of the world". The category of this apology strategy in this conversation is minimizing because she reduce her mistake by saying it.

#### **b. Querying Precondition**

In this strategy, the apologizer tends to express doubt about something whether something is correct or not. It is also to covering the complaint.

Abigail : You don't believe me?  
Jack : What's about?

The context of the conversation above is occurs when speaker Abigail asked Jack that he did not believe her. But, Jack responses by said "What's about?" Jack querying Abigail statement by avoid A's question and give another question.

#### **c. Blaming Someone Else**

In this strategy, the apologizer reassures that the third part or someone else is also responsibility for the mistake. For example:

Alice : Ryan asked me to do that.  
Elsa : Really?

The context of the conversation above is occurs when Alice hide Elsa's shoes in her room. Alice's feels regret and she said that Ryan asked her did it. Then, she

uttered an apology. In this conversation, the strategy of apology used by Alice is blaming someone else. She blames Ryan and it shown that she wants to Ryan also responsible for the mistake.

#### **2.1.3.1.4 Opting Out**

This strategy is used if the apologizer denies the responsibility because that person feels not guilty. There are five kinds of opting out, such as:

##### **a. Explicit Denial of Responsibility**

It is used when the apologizer is explicitly denies that an offence has occurred or that she/he should be responsible for it.

A: I know nothing about it, I can assure you.

B: Are you sure?

In this category, the apologizer tries to explicitly deny about the offenses that she did by said, “I know nothing about it”. It is shown that she doesn’t want to responsible about the mistake. It can be categorized that her apology strategy used by her is explicit denial of responsibility.

##### **b. Implicit Denial of Responsibility**

In this strategy, the apologizer is implicitly denies that she/he should be responsible for the offense.

Julie : This is obviously your fault.

Tom : I don’t think that’s my fault.

In this category, the apologizer tries to implicitly deny about the offenses that she did by said, “I don’t think that’s my fault”. It is shown that she doesn’t want to responsible about the mistake implicitly. It can be categorized that her apology strategy used by her is implicit denial of responsibility.

### **c. Justification**

In this strategy, the apologizer provides arguments in which he or she seeks to persuade that no blame can be attached to him or her. For example:

Jean : I've already finished my task yesterday, so there's no reason I could be blamed about this.

Leon : Okay.

The context of the conversation above is occurs when Leon asked about Jean's task that he asked in two days ago. Then, Jean said that he has done the task yesterday, so Leon can't blame him about the task. In this category, he used justification in uttered apology strategy.

### **d. Blaming Someone Else**

In this category, the apologizer seeks to avoid responsibility with blaming.

The example of the conversation used blaming someone else, such as:

Jean : I think you should be responsible.

Tom : It wasn't me, may be you do it by yourself in purpose.

The context of the conversation above is occurs when Jean stated that Tom should be responsible about the phone that lost in his room. But, Tom feels that he did not do it and avoid to responsible by blame Jean. He said, "It wasn't me, may be you do it by yourself in purpose." It is clearly that Tom blames Jean.

### **e. Attacking Complainer**

In this category, the apologizer attacking the complainer when he felt that he cannot defend himself.

Justin : Why you do this?

Kim : I'm warning you! You can't blame me for this trouble.

The context of the conversation above is occurs when Justin asked the reason why Kim did it. But, Kim attacks the complainer to defend himself by said, “I’m warning you! You can’t blame me for this trouble”. In this category of apology strategy used by the apologizer is attacking complainer.

#### **2.1.3.1.5 Remedial Support**

This strategy is used by the apologizer when the situation cannot be controlled anymore. Then, the apologizer commits the responsibility and has no defense. There are three types of remedial support, such as:

##### **1. Expressing Concern for Hearer**

In this strategy, the apologizer is shown his/her concern for the hearer condition. The example of conversation of expressing concern for hearer:

Justin : I know it makes you feel uncomfortable, sorry.  
Selena : It’s okay. I will better soon.

The context of the conversation above happened when Selena crash into Justin bicycle. Then her hand is hurt. Justin who feels regret about that, he uttered an apology and shown his care for Selene’s condition.

##### **2. Offer of Repair**

In this strategy, the apologizer may offer to “repair” the damage which it is caused by him/her. It categorized into three types, such as repair, compensation and promise forbearance:

###### **a. Repair**

This strategy is used when the apologizer offered by may be in its literal sense or an offer to pay for all the damage. The example of conversation below:

Justin : How about this?

Jerome: I will pay for the damage.

In the conversation above, Justin asked Jerome about the phone that he dropped into the floor. Then, the phone cannot be used again. So, he offered to pay the service cost for his phone. It can be concluded that, repair is the strategy used by the apologizer that offer to pay or to repair all damage.

### **b. Compensation**

Compensation is used when the apologizer is not possible to repair, so the apologizer offers the “compensatory” action or “tribute” to the complainer. The following example of compensation used by the apologizer:

Tiffany : I will buy you a new book.  
 Jessica : Thank you.

The context of the conversation above happened when Tiffany ripping some pages of Jessica’s book unintentionally. Then, she offers to buy a new book as the compensation for the offences that she did. In conclusion, the compensation used by the apologizer as the compensatory act for the damage thing caused by him.

### **3. Promise of Forbearance**

In this strategies, the apologizer promises never to perform the offence or the same mistakes in the future. It can be marked by using performative verb “promise”. For example:

Thomas : Did you bring my novel today?  
 Julie : I promise will bring your novel next week.

In the conversation above, Thomas regrets that he forgets to bring Julie’s novel. So, as a compensation he promises will bring his friend’s novel next week.

Finally, a promise of forbearance is the strategy which is expected the apologizer not to perform the same offence or mistake in the future.

### 2.1.3.2 Types of Offenses

Coulmass (1981) stated that the offenses or “object of regret” is what obligates an apology. It is stated that the kinds of offences affect the forms of the subsequent. For example, stepping on someone’s toe will most probably result in different apology than knocking someone over and breaking his leg. Deutschmann (2003:266) categorized the offenses into nine types based on developed Holmes and Ajimer theory, such as:

#### 1. Accidents

Accidents occurred when the apologizer accidentally damaging the thing or injuries to body. Such as, damage to property, hurting someone unintentionally, bumping into a person, unintentionally being in the way. Therefore, the example below is shown how the accident happens.

Jerome: What’s happen?

Julian : I am sorry that my ball hit your window.

The conversation above occurs between Jerome and Julian. It happens when Julian played the cricket ball and then the ball hit Jerome’s window. Then, Julian uttered an apology to Jerome for his act. The types of offences caused he uttered an apology was **accident** which include into damage to property. It can be seen that the ball hit the window.



It can be concluded that an accident related to an unintentional event done by a person which causes damage to something or someone's body. As a result, the person should utter an apology for what she or he has done.

## 2. Mistakes and misunderstandings

Mistakes and misunderstandings occur when the apologizer misunderstands someone or makes mistakes. In addition, it is usually used with IFIDs and exclamatory interjections. Such as, 'Oh!', 'Aha!', or 'Yeah!' The example above shows mistakes and misunderstandings that occurred:

Jerome : I found my phone in your bag. Why is it there?  
 Tisa : I think you forgot something. Before you went to the bathroom, you said that you wanted to leave it in my bag because you were afraid that your phone would drop on the floor.  
 Jerome : Oh right, sorry!

In the conversation above, Jerome asked Tisa why his phone was in her bag and he had a bad thought about it. Tisa explains how the phone can be in her bag. Then, Jerome uttered an apology to Tisa for his act. The types of offences that caused him to utter an apology were **mistake and misunderstanding** because the apologizer made a mistake and misunderstanding about what happened between them.

It can be concluded that mistakes and misunderstandings are offences done by the apologizer when he or she makes a mistake and misunderstanding with someone. As a result, the apologizer utters an apology for what she or he has done.

## 3. Breach of expectation

Breach of expectation is an offence done by the apologizer when he or she does not live up to the addressee's expectations. Such as, declining offers, declining

requests, forgetting agreements, not keeping agreements, inability to fulfill expectations, personal shortcomings.

Ann : I did not see you in my birthday party. You told me that you will come.  
 Jerome : I am really sorry that I can't come. I have to go to the hospital with my mother.

The conversation above occurs between Ann and Jerome. It happens when Jerome cannot come to Ann's birthday party because he should go to hospital with his mother. Then, Jerome uttered an apology to Ann for his act. The types of offences caused he uttered an apology was **breach of expectation** which include inability to fulfill expectation. It can be seen that Jerome cannot fulfill Ann's expectation to come to her birthday party.

It can be concluded that breach of expectation is kind of offences when the speaker did not fulfill someone's expectation. It categorized into some types and it usually happen in human life. As a result, the apologizer uttered an apology.

#### **4. Lack of consideration**

There are some categories which are included in lack of consideration. They are, 'Inconveniencing' (sources of irritation such as a speaker being ill prepared, it being too cold or too hot, cigarette smoke, unforeseen disturbances etc.), 'Overlooking' (overlooking a person's needs), 'Interruptions', 'Taboo offences' (using coarse language or making reference to taboo topics inappropriately), 'Exits' (untimely exits), 'Name offences' (forgetting names or calling someone by the wrong name), and 'Time offences' (being late). For example:

Teacher : Why did you come late?  
 Student : I am sorry Mrs. I wake up late.

The conversation above occurs between the teacher and the student who comes late to the class. Then, the student uttered an apology to Ann for the late. The types of offences caused he uttered an apology was **lack of consideration**. It can be seen that the student being late come to the class. So, it makes the teacher angry.

It can be concludes that lack of consideration is kind of offences when the speaker less consider for what she or she should be did. It makes the apologizer uttered an apology.

## 5. Talk offenses

In this type, talk offenses is offences did by the apologizer when the speaker talked to other people. The offences include, slip of the tongue, digressions, hesitations, correction, being unclear, forgetting to mention something.

Stella : I think she is so handsome.

Jerome: Handsome?

Stella : Oh, sorry. I mean she is so pretty.

The conversation above occurs between Stella and Jerome. It happens when Stella uttered that the woman is handsome unintentionally. Then, Stella uttered an apology to Jerome for his act. The types of offences caused he uttered an apology was **talk offence** which include into slip of tongue. It can be seen that Stella said “handsome” intentionally.

It can be conclude that talk offences is offences that usually happen when a person talked to someone, whether it is in conversation or speech. The speaker could be slip of the tongue, he did not uttered the utterance clearly or forget to mention something when he was talking to other people.

## 6. Social gaffes

Social gaffes are the example of accidental socially unacceptable behavior. It means that the behavior which is unacceptable by society in social life. In addition, social gaffes are breaches of social taboos and the cause of embarrassment. It consists of coughing, burping, sneezing, clearing the throat, laughing loudly unintentionally, flatulence. Below is one of the examples of social gaffes:

Ray : What that's sound?  
Roy : Sorry, I am burping.

The conversation above occurs between Ray and Roy. It happens when Roy coughing and it makes Ray who hear that a little bit surprised. Then, Roy uttered an apology to Ray for his act. The types of offences caused he uttered an apology was **social gaffes** which include into coughing.

It can be concluded that social gaffes related is an action or behavior that it was unacceptable by society in social life. Also, it was taboo in social life and it caused the embarrassment.

## 7. Hearing offenses

Hearing offences occur when the listener or the apologizer did not hearing not understanding, or not believing one's ears who have said by the speaker. So, it is caused the listener uttered an apology. It is simply uttered the word sorry or pardon followed by rising tone. Then, the listener asked the speaker to repeat what had just been said. For example:

Jerome: I will buy some books with my sister tomorrow.  
Julian : Sorry?  
Jerome: I will buy some books with my sister tomorrow.

The conversation occurs between Jerome and Julian. Jerome told about his plan to Julian that he will buy some books with his sister tomorrow. But, Julian couldn't hear clearly what Jerome have said. Then, Julian asked him to repeat it. The types of offence did by Julian is **hearing offences**. Because he did not hearing what Jerome's said and it makes him repeat the utterance.

Based on the example above, it can be said that, hearing offence is an offences did by the listener when he or she did not hearing or understanding of what the speaker said. As the result, he or she asked to repeat what have said before. It is simply by using Pardon or Sorry with the rise intonation when he asked it.

#### **8. Offenses involving breach of consensus**

The types of offences used by the apologizer when they are disagreeing or contradicting, reprimanding, refusing, denying, retaliating, insisting, challenging someone or something. This is an example of breach of consensus:

David : Do you want to try this food?  
 Claire : Sorry, I can't.

The conversation above occurs between David and Claire. It happens when David asked Claire whether she wants to try or not of the food. Then, Claire uttered an apology to David for his act. The types of offences caused he uttered an apology was **Breach of consensus** which include into refusing. It can be seen that Claire refused David offers.

Based on the example above, it can be said that breach of consensus is an offences did by the apologizer when he or she disagreeing, denying, insisting, and so on.

## 9. Request

Request is the types of offences when the speaker wants to catch the hearer attention. For example, people trying to make others aware of their physical presence, when making their way through a crowd.

Customer : I want to buy this novel.

Seller : I am sorry. This novel is out of stock. How about this one?

The conversation above occurs between Customer and Seller. It happens when customer asked the seller about the novel that she wants to buy. But the novel is not available. Then, the officer uttered an apology and offered another one. The types of offences caused he uttered an apology was **request**. It can be seen that the officer offered another one to catch the customer attention.

Based on the example above, it can be said that request is the types of offences used by the apologizer when he wants someone attention.

### 2.2 Previous Research

In this part, the researcher will be discussed about the previous research which is related with this research. The researcher has found five journals. The first research is written by Retnowaty & Maulida (2019) titled “Apology Strategies Used by Students in University of Balikpapan”. Their research concerns on the kinds of apology strategies, the affect of age and social status in choice of apology strategies. The method that they used to collect the data is DCT task by Hasan and they used the theory of Trosborg and Ajimer to analyze the data. The result shown that, the most students often used combined strategies, such as “explicitly

apologizing + acknowledging responsibility + offering redress” and the age and social status affected the student choice of apology strategy.

The researcher has found the similarity and the difference between the first previous research and this research. Both researches concern on the apology strategy. Meanwhile, the first difference is the method to collecting data. They used DCT meanwhile this research used qualitative method. The second, the source of data used by their research is student but this research used talk show. The last, theory used by Trosborg and Ajimer but this research used Trosborg’s theory.

The second research, written by Alsulayyi (2017) titled “A Contrastive Study of the Use of Apology Strategies by Saudi EFL Teachers and British Native Speakers of English: A Pragmatic Approach”. His study considers expressions of regret based on gender, cultural differences and severity of the offence. The method that he used to collect the data is DCT. He used the theory of Bergman & Kesper. The finding show, different ways of using apology strategies by the two investigated groups based on the variables considered.

The researcher has found the similarity and the difference between the second previous research and this research. Both researches concern on the apology strategy. Meanwhile, the first difference is the method to collecting data. They used DCT meanwhile this research used qualitative method. The second, the source of data used by their research is student but this research used talk show. The last, the theory used by Bergmen and Kesper but this research used Trosborg’s theory.

The third research is from Jones & Adrefiza (2017) with the title “Comparing apologies in Australian English and Bahasa Indonesia: cultural and gender perspectives”. In this research their concern is on variations in the use of apology strategies in three situations of moderate severity. This research is used Olshtain and Cohen (1983) and used the oral DCT technique. The result is that the majority of BI speakers tend to use requests for forgiveness with relatively strong hearer-oriented strategies. AE apologies, on the other hand, seem to be dominated by the frequent use of expressions of regret, with speaker-oriented strategies.

The researcher has found the similarity and the difference between the third previous research and this research. Both researches concern on the apology strategy. Meanwhile, the first difference is the method to collecting data. They used DCT meanwhile this research used qualitative method. The second, the source of data used by their research is 24 native speakers of the two languages but this research used talk show. The second, the theory used by Olshtain and Cohen (1983) but this research used Trosborg’s theory.

The fourth research is from Uгла and Abidin (2016), titled “A Study of Apology Strategies Used by Iraqi EFL University Students”. Their research concerns on the types of apology strategies used by Iraqi EFL students, apology strategies in Iraqi Arabic and the pragmatic strategies of Iraqi EFL students in relation to the use of apology as a speech act. The data gained by two methods, quantitative by used DCTQ and qualitative by used individual interview. The theory used by this research is Holmes’s (1990) theory. The result shows that Iraqi EFL students used a variation of apology strategies.



The researcher has found the similarity and the difference between the fourth previous research and this research. Both researches concern on the apology strategy. Meanwhile, the first difference is used different theory. They used Eva Holmes's (1990) theory but this research used Trosborg's theory. Second, the method used by this research is qualitative research but they research used qualitative and quantitative method. The last, the source of data used by their research is student but this research used talk show.

The fifth research is from Nisa and Sutrisno (2018), titled "Apology Strategies in Harry Potter Movie Series" This research concerns on the apology strategies used, the influence of social distance and relative power to the realization of apology strategies used Blum-Kulka and Olshtain (1984) theory. The result shows that the majority of the speakers employ indirect apology strategy "Explanation or Account of Cause" to apologize. Furthermore, this research also found that social distance and relative power are taken into account during the apology process and they affect the linguistic realization of apology strategies in the movies.

The researcher has found the similarity and the difference between the fifth previous research and this research. Both researches concern on the apology strategy and used qualitative approach. Meanwhile, the first difference is used different theory. They used Blum-Kulka and Olshtain theory but this research used Trosborg's theory. The last, the source of data used by their research is movie but this research used talk show.

The sixth research is from Rama, Tabiati, & Winarni (2018) entitled "Apology Strategies Used by Chad Griffin Addressed to The Lesbian, Gay, Bisexual and

Transgender Community”. This research was analyzed by using a qualitative method. The result showed from this research that there are twenty-one apology utterances delivered by Chad Griffin. From those utterances there are ten utterances are identified as belong to the category of Indirect Apology Strategy, thirteen utterances belong to the category of remedial Support, three utterances belong to Direct Apology Strategy and only one utterances is as Evasive Strategy.

The researcher has found the similarity and the difference between the first previous research and this research. Both researches concern on the apology strategy and used qualitative method. The second, both researcher used Trosborg’s theory. Meanwhile, the difference is used different source of data. They did the research addressed to The Lesbian, Gay, Bisexual and Transgender Community. This research used talk show as source of data.

The last research is from Kouega (2018) entitled, “Apology strategies in cameroon pidgin English”. The study concerns on identifying the contexts in which apology is required and the common strategies fluent speakers use. The theory used by Bergman and Kasper and the the tools used were a seven-item questionnaire. The result is the most common strategies employed by these speakers were found to include: use of illocutionary force device (100% of 105 conversations), recall of the offence (86.67%), use of address terms (66.67%), and lastly, use of devices to reduce the severity of the offence (60%).

The researcher has found the similarity and the difference between the previous research and this research. Both researches concern on the apology strategy. Meanwhile, the first difference is used different theory. They used

Bergman and Kasper and the tools used were a seven-item questionnaire but this research used qualitative method. The last, the source of data used by their research is adult speakers of Cameroon Pidgin English but this research used talk show.

Based on these seven previous researches, it can be seen that there is similarity and the difference between this research and the previous researches. The similarity is the object of this research is about apology strategy and the method used in the fourth, fifth, and sixth journal are same with this research. In addition, both the sixth and this research used Trosborg's theory. But, there is also the difference with the previous research above, such as the source of data used. This research used Trosborg theory to analyze the type of apology strategies and used Deutschmann theory to analyze the type of offenses.

In addition, this research used qualitative descriptive as the method and used talk show as the data source. The three journals used the same method with this research. This research used talk show The Ellen DeGeneres Show. Finally, each of the source of data resulted different the usage of apology strategies. It could be caused the language which is they used or the context when they uttered an apology. It can be concluded that this research is different from the previous research above.

### 2.3 Theoretical Framework

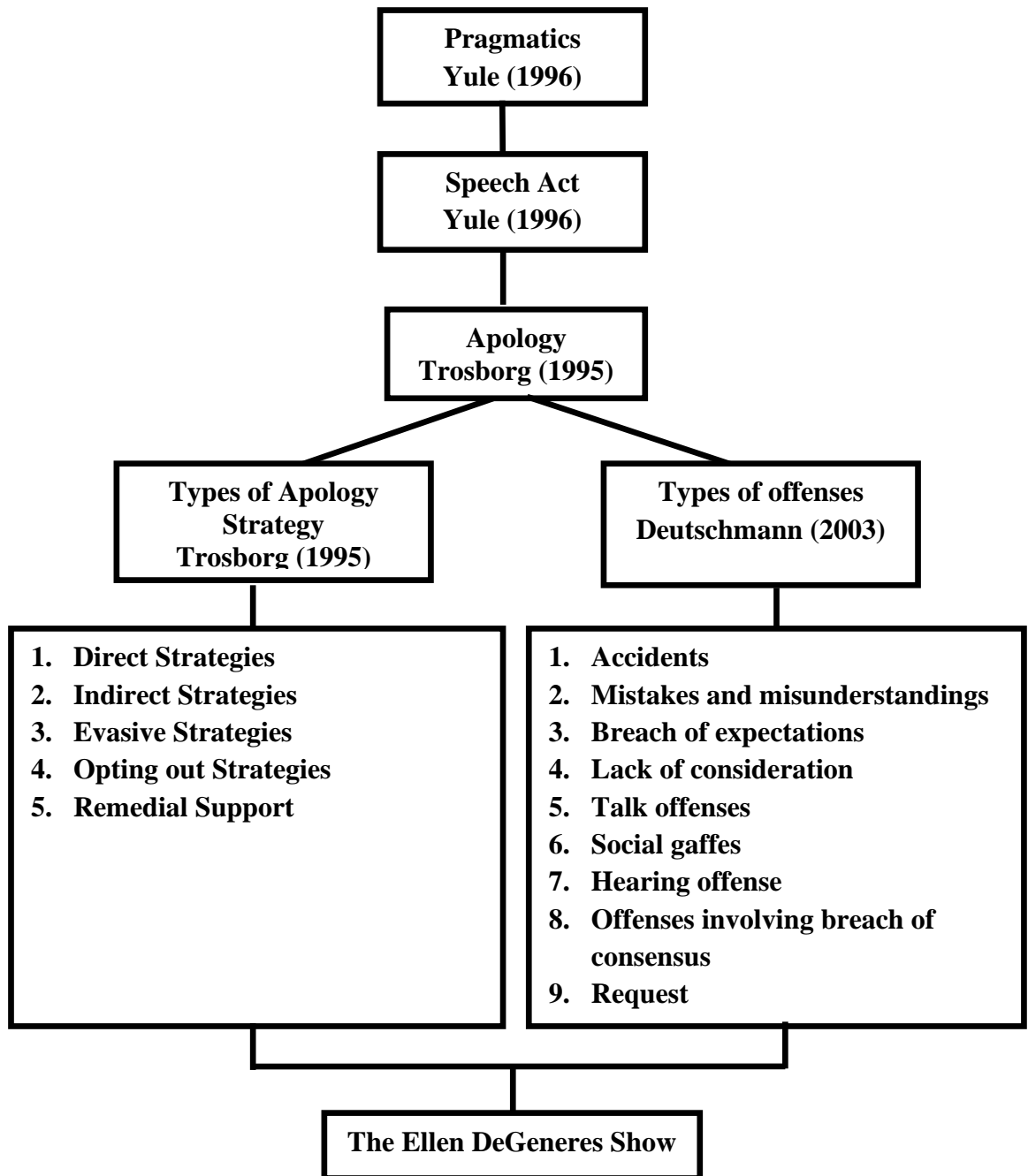


Figure 2.1

As seen in the theoretical framework above, it can be seen that the root of this research come from Pragmatics. From pragmatic comes down to speech act, then down to apology and come down into types of apology strategies and

types of offenses. Then, in types of apology strategies divided into five types. They are, Direct Strategies, Indirect Strategies, Evasive Strategies, Opting out Strategies and Remedial Support. Then, in type of offenses divided into eight types, they are: Accidents, Mistakes and misunderstandings, Breach of expectations, Lack of consideration, Talk offenses, Social gaffes, Hearing offense, Offenses involving breach of consensus. As conclusion, all theories used to analyze apology strategies in talk show The Ellen DeGeneres Show.

## **CHAPTER III**

### **METHOD OF RESEARCH**

In this chapter, the researcher will be discussed about the method that used in this research. They are: research design, object of the research, method of collecting data, method of analyzing data and method of presenting result analysis.

#### **3.1 Research Design**

Creswell (2013) stated that the method of collecting and analyzing data is called this research design. He divided into three kinds, such as qualitative, quantitative and mixed methods. In this research, the researcher used qualitative descriptive method. It was because the data would be described descriptively. The researcher was analyzed the types of the apology strategy and the types of offenses used by the apologizer in The Ellen DeGeneres Show.

#### **3.2 Object of the Research**

In this research, the object of the research was apology strategies. The data source was taken from conversation between the host and the guest in The Ellen DeGeneres Show. The main data of this research is the conversation of The Ellen on season 17. It started in September 2019 until July. In addition, the researcher also used the theory from the book and for supported by used some journals. Therefore, the utterance that consist an apology became the object of this research because the researcher need to find out the type of apology strategy and the types of offenses used by the apologizer.

#### **3.3 Method of Collecting Data**

In this research, the researcher used qualitative observation based on Creswell (2014) theory to collecting the data. There are some steps of processing collecting data:

1. The researcher watches The Ellen DeGeneres Show on YouTube for several times.
2. The researcher read the subtitle in The Ellen DeGeneres Show.
3. The researcher makes the transcription of The Ellen DeGeneres Show episode.
4. Then, the researcher observes the transcription to find out the utterances in the conversation which contains apology strategy and the types of offenses used by the apologizer.
5. The researcher writes down the data found.

### **3.4 Method of Analyzing Data**

The next step is analyzing the data. The data will be analyzed by qualitative descriptive method with pragmatics identity method. The analysis data consist of several steps:

1. Identifying the data found.
2. The researcher analyzed the types of apology strategies by Trosborg, (1995) and applying theory Deutschmann (2003) to analyze the types of offenses used by apologizer based on the context in the conversation at show.
3. Making the conclusion and suggestions based on analyzed the data.

### **3.5 Method of Presenting Research Result**

The next step after doing analysis is presenting the result analysis. There are two methods of presenting the result analysis Sudaryanto (2015) they are informal and formal. In this research, the researcher presented the result analysis by using informal method to present because using word or sentence.