

CHAPTER I

INTRODUCTION

1.1 Background of The Study

In communicating their thoughts, people often make mistakes. The causes are usually misunderstanding or miscommunication. Misunderstanding can happen to anybody. Misunderstanding can then lead to troubles. When one misunderstands other people's intentions, he has two options. First, he can ignore the problem or he can apologize. Apologizing is a form of speech act. Speech act can simply be defined as an utterance to make a hearer do an act. The term speech act covers actions such as requesting, commanding, questioning, informing. (Yule, 1985). In the case of apology, the people who make mistakes should apologize so that the relationship is maintained. The way people apologize depend on several factors such as age, power and distance (Olshtain, 1984). These factors contribute to the intensification of the apology. The way people apologize is apparent in many forms such as the promise of forbearance, offer of repair, and expression of responsibility strategies. Each has an impact on the amount of remorse that was attributed to the speaker (Darley, 1997).

Recent research on apology shows that there is no difference between the native and non-native in English apology situations (Amirkhiz, 2011). The subjects of Amirkhiz's study used the same apology strategies if they made mistakes. Literature also shows that gender differences affect apology strategies (Tehrani, 2012). The findings of his study revealed that although the apology

strategies are universal, the conceptualization and verbalization may vary across culture. The results showed that the statement of remorse was the strategy most frequently used by male and female respondents across the sample and female participants used this strategy more frequently than male participants. Moreover the four primary strategies used by the male respondents were accounts, compensation reparation, negative assessment of responsibility while those used by female respondents were compensation, showing lack of intent to do harm, accounts, reparation.

There is also a previous study which had been conducted by Natalia (2009) about apology strategies used by male and female students at the Faculty of Letters Soegijapranata Catholic University. She analyzed the differences between male and female students toward their lecturers in using apology strategies. However, this study was different from hers because the participants of this study were only students. Furthermore, this research was done several years ago, so there might be some possibilities that the findings would be different.

Natalia found male students used apology strategies differently from female students. Female students tended to use a collaborative style while male used a competitive style. She also found female students explained their regret in a longer form than male students. They also minimized the degree of offence. There is another interesting study about apology strategy conducted by Koo (2001). Koo's study was to describe and analyze realizations of two speech acts, request and apology, of heritage learners of Korean in comparison with those of Korean native speakers. Twenty native speakers of Korean and twenty Korean-

Americans who speak Korean as a second language participated in the study. Data were collected using oral Discourse Completion Task (DCT) that consisted of ten items for request and apology respectively.

The request and apology data were analyzed using a coding scheme adapted from the Cross Cultural Speech Act Research Project (CCSARP) and Suh (1999a) by deleting some categories and adding new categories. Frequency of occurrence of the strategies in each situation were calculated. Interview data were analyzed in terms of recurring themes and patterns. The data analysis revealed differences between NS and NNS participants' request and apology realizations. The main findings were: (1) NS subjects used a greater number and wider range of supportive moves than NNS subjects did, (2) NNS subjects made a request when NS subjects tended to avoid making a request, (3) NS participants' use of IFID and intensifying adverbials varied depending on the degree of offense/mistake, age, and power relationship while NNS subjects' use of those features was more evenly spread out across the situations, (4) the participants considered many factors such as age, power relationship, social distance, situation, and setting in performing DCT, (5) the sources of difficulty in NNS participants' performance on DCT were grammar, vocabulary, speech style, and unfamiliarity with the setting, and (6) half of the NNS participants formulated their responses in English and translated them into Korean.

The writer wanted to analyze apology strategies in Indonesian undergraduate students especially the undergraduate students who were taking

English major in UNIKA Soegijapranata Semarang because it was interesting to see whether the genders of the subject affected their apology strategies or not.

1.2 Field of The Study

The field of this research is Pragmatics.

1.3 Scope of The Study

In this study, the writer focused only on strategies of apology. He analysed the apology strategies applied by Indonesian undergraduate students of the Faculty of Language and Arts of 2014 academic year Soegijapranata Catholic University.

1.4 Problem Formulation

In this study, the writer tried to answer the following questions:

1. What primary apology strategies do respondents apply in different situation?
2. How do male and female differ in terms of the strategies used?

1.5 Objectives of The Study

Based on the problem formulation, the objective of this study were elaborated as follows:

1. To find out the apology strategies applied by the respondents
2. To know the different strategies used by male and female students.

1.6 Significance of The Study

The writer hopes that the study will make the readers know more about the apology strategies and also the application of the strategies in their daily lives. The writer also hopes this study will make the readers know more about Pragmatics in general.

1.7 Definition of Terms

1. Apology Strategy

It refers to “The restoration of a complainable may be performed directly by means of an explicit apology utilizing one of the verbs directly signaling apology (apologize, be sorry, excuse, etc.), or it can be done indirectly by taking on responsibility or giving explanations”. (Trosborg A. , 1994)

2. Faculty of Language and Arts

The department mentioned in this study is one among the other departments listed under Soegijapranata Catholic University Semarang. The department was established as a response towards the growing needs of expertise in English language which also makes use of arts as a media of communication. The program was designed to produce graduates who possess oral and written competencies in English language, literature, and teaching.