

**APOLOGY STRATEGIES USED BY THE  
CHARACTERS IN THE MOVIE“SHAZAM  
(2019)” DIRECTED BY DAVID F. SANDBERG**



**A Thesis  
Submitted as a Partial Fullfilment of  
The Requirements for S1-Degree**

**By  
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**Study Program : English Education**

**TARBIYAH AND TEACHER TRAINING FACULTY  
STATE ISLAMIC UNIVERSITY RADEN INTAN  
LAMPUNG  
1444 H / 2023 M**

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## ABSTRACT

### APOLOGY STRATEGIES USED BY THE CHARACTERS IN THE MOVIE “SHAZAM (2019)” DIRECTED BY DAVID F. SANDBERG

**By: Popy Safitri**

Apology is an action of asking forgiveness, such as hurting or making someone injured, offending someone's feeling, or forgetting an appointment. Apology is needed because every person may make mistakes in communication. Such a mistake may spoil the relationship between speaker and hearer. Apology has a power to bring back harmonious situation after something bad happen in a condition.

The aimed this research is to know what kinds of apology strategies are used by the characters, the reason using apology strategies used by the characters and the inference that can be revealed from the phenomena in Shazam movie (2019). The researcher used descriptive qualitative method to describe and analyze the selected of Apology Strategies which are taken from the script, and then classifies the categories according to the Anna Trosborg theory and S. Kathleen Kitao, Kenji Kitao.

The result of this research shows that the categories of apology strategies used by the characters of Shazam movie 2019 are Expression of apology (sub-categories expression of regret, offer of apology, and request of forgiveness) Explanation of account (sub-categories explicit explanation) Acknowledgment of responsibility (sub-categories Expression lack intent, Explicit acceptance blame). The reason using apology strategies in Shazam movie the first getting attention, second expressing sympathy, third expressing regret, fourth introducing disagreement or correction, fifth exusing oneself.

***Key words : Apology, Apology Strategies, shazam movie***

## DECLARATION

I hereby declared that this thesis entitled “Apology Strategies Used By the Characters in the Movie “Shazam (2019)” Directed By David F. Sandberg” is entirely my own work and based on research. Other people’s opinions thesis of finding included in the thesis are quoted or cited in accordance with ethical standards.

Bandar Lampung, 18 November 2022

Declared by



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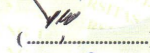

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## MOTTO

وَجَزَاءُ سَيِّئَةٍ سَيِّئَةٌ مِّثْلُهَا فَمَنْ عَفَا وَأَصْلَحَ فَأَجْرُهُ عَلَى اللَّهِ إِنَّهُ لَا يُحِبُّ الظَّالِمِينَ ٤٠

And the retribution for an evil act is an evil one like it, but whoever pardons and makes reconciliation – his reward is [due] from Allah. Indeed, He does not like wrongdoers. (Q.S. Ash-Shura:40).<sup>1</sup>

Dan balasan suatu kejahatan adalah kejahatan yang serupa, maka barang siapa memaafkan dan berbuat baik, maka pahaladari Allah. Sesungguhnya Dia tidak menyukai orang-orang yang zalim. (Q.S Surat Asy-Syura: 40)

---

<sup>1</sup>Al Quran and English Translation Ash-Shura: 40 on Desember 28<sup>th</sup>, 2018, From Microsoft Word 2007.

## **DEDICATION**

This thesis is dedicated for my beloved father and mother, Mr. Jayo and Mrs Hajinah, my sister Selvia Mailinda and Destia Tri Antika also my brother Dio Rangga Saputra who always pray for my success, so I able to finished my thesis.

**I DO LOVE YOU**



## **CURICULUM VITAE**

The researchers name is Popy Safitri. She was born on January 7<sup>th</sup> , 1997 in Surabaya Ilir Lampung Tengah. She is the second child of Mr. Jayo and Mrs. Hajinah. She studied first time in Aisyiyah Bustanul athfal Kindergarte and finished in 2004. Then, she studied at Elementary School of SD N 1 Surabaya Ilir Lampung Tengah and graduated in 2009. She continued in Junior High School of SMP N I Bandar Surabaya Lampung Tengah and finished in 2012.

Then she continued her study in Senior High School of SMA N 1 Bandar Surabaya Lampung Tengah and finished in 2015. After that, She continued to take classes, and was ecepted by a state institution at the University Raden Intan Lampung, Faculty of Tarbiyah and Teacher Training, Dapartement of Islamic Education (English Education) Class G of 2017. In july to September 2020, she did a KKN Program in Bandar Surabaya, Lampung Tengah, and she did a teaching practice program (PPL) at SMP 16 Bandar Lampung.

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Bandar Lampung, 18 November 2022  
The Researcher

**Popy Safitri**  
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## CHAPTER I INTRODUCTION

### A. Background of the problem

In linguistics studies, the study of meaning which communicated by the speaker and interpreted by listener called as pragmatic. Speech acts are one of the studies in pragmatics which is related to the communication. The theory of speech act was originally introduced by Austin in 1995 at harvard university. The speech act theory put forward by Austin was published into a book entitled "how to do things with word". In speaking, speakers not only say something, they also do something.<sup>2</sup> It means that speech act is actually, the actions that you expressed through utterance, for instance when speaker said " it seems like I will came late to the office, the road extreamly traffic jam". Then the speaker not only informs that he will late, but also performs the action of apology.

Based on Austin in Yule there are three type of speech act such as first, locutionary act is an act of saying something or producing a series of sounds which mean something

. Second illocutionary act is the act of doing something peformed with intended meaning behind the utterence. Such as betting, promising, apologizing, and ordering. Third, perlocutionary act is the effect of an utterance on the listener.<sup>3</sup> From those of acts, according to Yule illocutionary act is the most often discussed in pragmatics because it is the basis of analysis in pragmatics comprehension.<sup>4</sup>

Furthermore, illocutionary act has some different types. Searle in Yule proposed that there are five classification of illocutionary act; they are representative are those type about speech act which declare what do speaker believe be some case or not, directives are those kinds of speech acts that speakers use to get someone else to do something, commissive are those kinds of speech acts that

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<sup>2</sup> Austin. *How to do things with words*.(Cambridge, Mass: Harvard University Press 1993)

<sup>3</sup> Goerge Yule, *Pragmatics*. (Oxford: Oxford University. 1996),p.49.

<sup>4</sup> Yule (1996), *Op. Cit.*,p.49



speakers use to commit themselves to some future action, expressive are those kinds of speech acts that state what the speaker feels. They express psychological state and can be statements of pleasure, pain, likes, dislikes, apologizing, joy or sorrow, and declarative are those kinds of speech acts that speakers use to commit themselves to some future action.<sup>5</sup>

In connection with speech act, this research analysis apology which belongs to expressive illocutionary act. 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 psychology because it express their feeling sorrow, guilty and regret because she or he has offended to hearer. According to Trosborg apology is an action or an utterance which an apologizer can rehabilitate his or her own existence in society.<sup>6</sup> The phenomena of apologizing can be found and often happen when we do interaction/communication to other people in society, it can happen in everywhere at school, at work, even in family. Grainger and Harris stated that the act apologizing occurs frequently in our societies. It may take place everywhere, either in public or private interaction.<sup>7</sup> For instance at school, when my friend borrow my pen and lose it, and she apologize to me for the loss of the pen and replace it with the new one. And then in family when my sister wear my clothes without my permission and make me angry to her and my sister apologized to me for the mistake she has made. This is part of apologizing act that can be found in school and in family.

The relationship between people might be broken when people do interaction to hurt other, for example by mocking, slandering, scolding, lose the precious thing of someone, accusing or intimidating, misunderstanding in interaction and so forth. Because of that, as a result people need apologize when they hurt

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<sup>5</sup> Yule (1996), *Op, Cit.*, p.53-54

<sup>6</sup> Nadila Narulita Belfas, Lilla Musyahda, *A study of apology strategies used by customer service officers in telkomsel surabaya, englishist*, vol. 04 No. 01 (2015) P.41

<sup>7</sup> Grainger, Karen and Harris, Sandra. *Special Issue : Apologies*. Journal of Politeness Research, (2007).p 3 (1-9)

someone else, Apology has a power to bring back harmonious situation after something bad happen in a condition. Like Leech said that, points out that apology is genial act which has the main goal to rebuild the concord for the broken relationship between speaker and interlocutor.<sup>8</sup> The apology process will run well if the offended agrees to forgive the apologizer. In using apologizing act, people need to apply certain strategies of apology, these strategies will help them to succes the apologizing act and maintain the relationship between apologizer and the offended. One of the purposes of apology is the relationship between apologizer and offended person will be better and bring in a relationship.

People have diffrent ways to says apology which is commonly called apology strategies. People may apologize with a simple or complex strategies they can ask apology directly or indirectly. In apologizing, people should employ some strategies in order to make an apology effective. Al-quraishy stated in doing apologizing act, they should employ certain strategies of apologies. It is used to maintain the relationship at least reduce the offense to the offended.<sup>9</sup> Based on explanation above, there are some reasons of the researcher used apology strategies as the object of this research. The first, the phenomenon of apology is often found when people doing interaction or communication. The second the researcher wants to investigate more about usage of apology strategies in the utterance used by person especially in movie.

Therefore it is very interesting to analize apology strategies in movie. Sometime, we watch movie only focus on the plot or the contents of the movie without realize that there are some nice dialogue expression inside the movie. For example is the expression of apology and the strategies that uttered by the characters. The researcher can get many examples of the various apology strategy expression in the movie which are delivered in various forms by the characters, with different backgrounds,

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<sup>8</sup> Danil Isa Fajri, *The Analysis Of Apology Strategies Uttered By Male And Female Students Of English Study Program At Jambi University*. (2018)p.2

<sup>9</sup> Al-quraishy wudaa saadiya, *The Use of Apology Strategies by Iraqi ELF Learner, University of Al-Qadissiya College of Education*,(2011).p.9

situations, topics, and settings. In this research use a movie entitled “Shazam” to be analyzed. This movie is selected because it has various main characters involved, which do not comprise only one main characters but also in this movie have more than one main characters. Hence, with the more main characters involved in this movie, the more variety of apology strategies there will be.

Here is the example of apologizing acts which can be found in daily life.

Nova : “maaf ya pop aku nggak bisa datang kerumahmu hari ini karena aku lagi sakit jadi engga bisa datang”

Popy : “iya gak apa-apa nov, semoga cepet sembuh ya nov”.

From the example above, there is a situation happen behind the conversation. Nova couldn't come to Popy's house because she is sick, so she apologize to Popy. From that conversation she tries to explain why she couldn't came to her house it because she was sick. Thus, in this situation, the speaker chooses apology strategies explanation of account the categories explicit explanation. According to Trosborg, In this strategy a complaineer may try to mitigate his/her guilt by giving an explanation or account of the situation.<sup>10</sup> She uses this strategy because she feels guilty to couldn't came to Popy's house and something that happened was not what she wanted that's why she try to explain why she couldn't came. By performing apologizing acts, she hope Popy's will undestand for the situation happen. There are several apologizing acts which can be found in daily life and it is very interesting to be analyzed. Mostly, people will ask other people several apologies when they make mistake. Asking apology also shows our humanity to other people in social life. The result of this research expected to enlarge the understanding about using of apology in daily life communication in order to maintain good relationship with others people.

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<sup>10</sup> Trosborg, A. 1995. *Interlanguage Pragmatics : requests, complaints, and Apologies*. New York: Mouton de Morgan (1975) p.380

**B. Identification of the problem**

1. The phenomenon of apology can be found in society especially during interaction.
2. The importance of apology is to maintain a good relation with each other
3. People have different strategies in uttered their apology
4. The reason of apology that used by apologizer is different each person

**C. Limitation of the problem**

In this research, the researcher focuses on the apology strategies on the shazam movie. This research only focus on analyzing used by the main characters which used in the shazam movie. In addition, this study analyzes the utterance which found in the “Shazam” movie.

**D. Formulation of the problem**

Based on the explanation of the theory and the subject above, there are three questions that have been formulated as follow:

1. What kinds of apology strategies are used by the characters of “Shazam” movie?
2. What are the reason of apology strategies used by the characters of “Shazam” movie?
3. What is the inference that can be revealed from the phenomena?

**E. Objective of the research**

Based on the research question above, there are three objectives of the study, there are :

1. To identify the strategy of apology which used in “Shazam” movie.
2. To identify the reason of apology strategies used in “Shazam” movie.
3. To identify what is the inference that can be revealed from the phenomena.

## **F. Uses of the research**

### 1. Theoretically

Theoretically this research is expected to enlarge the knowledge about using apology in Shazam movie. The readers will also learn more about apology strategies that they can use in their life to repair their mistakes or misunderstanding in communication.

### 2. Practically

#### a. For the student

The finding of this research beneficial in the comprehending information regarding the expressive speech act especially concerning apology strategies. This research can be as reference to English Department student who want to study and analyze about speech act, this research tries to help them to get further understanding in the study of expressive speech act, especially apologies.

#### b. For the teachers

This research is expected to be input for teachers in practicing and exemplifying expressive speech act including apologies and also To provide information to English teacher about speech act especially expressive illocutionary act.

#### c. For other researcher

The other researcher can use the result of this research as an additional reference for their research relating to the study of apologies.

## **G. Scope of the research**

### 1. Subject of the research

Subject of this research is “Shazam” movie.

### 2. The place of research

this research conducted at UIN Raden Intan Lampung

### 3. The time of the research

this research be conducted in academic year of 2021

## CHAPTER II LITERATURE REVIEW

### A. Theory

#### 1. Pragmatic

Pragmatic is branch of linguistics study which relates on the meaning of utterances. It is a medium where we examine how people convey different kinds of meanings with the use of language or how people express a variety of meaning with variety of people. There are many definition of pragmatics because this field of linguistic has been so charming and appealing to so many people that each one of them seems to claim an interest in it and difine it from different perspective. Acording to leech pragmatics can be usefully defined as the study of how utterence have meanings in situations.<sup>11</sup> Levinson states that pragmatics is the study of language, that is the study of relation between language and context which is basic to an account of language understanding which involves the making of inferences which will connect what is said to what mutually assumed or what has been said before.<sup>12</sup>

Acording to Yule pragmatic is the study of intended speaker meaning. This definition accord with Crystal who say that pragmatics is the study of language from the foint of view of users, especially of the choices they make, the constraints they enconter in using language in social interaction and the effects they use of language has on other participants in the act of communication.

Based on the definition above, it can be concluded that pragmatics is a branch of linguistics which concerns with language use in context and the study of meaning related to the conctect or situation. It explain the way language use understood

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<sup>11</sup>. Pininta veronika silalahi, *a highlight on pragmatics*, Vol 16, No 01, (2016) p.83

<sup>12</sup>Stephen C. Levinson. 1983. *Prgmatics*. Cambridge: Cambridge University Press,p.5

well after connecting it to the situation where, when and by it is uttered.

## 2. Speech act

The study of speech act is very important for us. The one important of studying speech act is to make us comprehend what message that discovered in every utterance. Speech act also determined by the language ability of speaker to convey the message in communication. Speech act is a part of pragmatics that studies about utterances. Speech act is usually used for making statement, giving commands, asking question, or making promises. Two main ideas are at the core of speech act theory: the first hold that the utterance performs: the second is that all utterances amount to the execution an act.

The theory of speech act was originally introduced by Austin in 1995 at harvard university. The speech act theory put forward by Austin was published into a book entitled "how to do things with word". In speaking, speakers not only say something, they also do something.<sup>13</sup> According to Nastri, Pena and Hancock, the function of speech act is functional unit of language that informs people to do things with words, which means the speaker performs an act of saying something in order to participate in a communication.<sup>14</sup> Another function of speech act according to Ahmed, is to visualize the spoken words. Speech acts are all the acts we perform through speaking, all things we do when we speak, so when the speaker utters words and at the same time she/he accomplishes certain acts.<sup>15</sup>

In daily life we make an interaction to deliver an idea or information. Interaction and communication are two things that cannot be separated in human daily life. Both of them are very crucial in human activities. In order to perform interaction and

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<sup>13</sup>Farrah fitriah, siti sarah fitriani, "Analisis tindak tutur dalam novel *marwah di ujung bara* karya R.H Fitriadi ", Vol 5, No 1 (2017) p. 53

<sup>14</sup>Muhartoyo, *Directive speech act in the movie "sleeping beauty"*,thesis,(BINUS University, 2013), p.951,952.

<sup>15</sup>Ahmed. S., *The Non-Performativity of Anti-Racism*. Borderlands e-journal (2005).

communication, speaking a language is needed. When people speak a language, they will perform an action. Most of the time, when we speak, we do more than express prepositions; we suggest, promise, offer, accept, order, threaten, assert, we perform speech acts.

Speech act theory is used to help analyze the data in this research. Austin explained that utterance can perform three kind of act. First, locutionary act is the act of saying something or producing a series of sounds which mean something. Second, illocutionary act is the act of doing something. Illocutionary act is performed with intended meaning behind the utterance. Such as betting, promising, apologizing, and ordering. Third, perlocutionary act understood by its practical effect on the audience.<sup>16</sup>

The following are the explanation there are three kind of acts in the speech acts according to Yule:

**a. Locutionary act**

The first type of speech act is locutionary act. According to Yule, that locutionary act is the act of producing meaningful utterances.<sup>17</sup> Based on Austin, locutionary act, that is the literal meaning of what is said.<sup>18</sup> In addition Peccei states that locutionary is the actual form of words used by the speakers and the semantic meaning.<sup>19</sup> It can be conclude that locutionary act is an act of how a person produces the utterance or to produce a meaningful linguistic expression. in other word locutionary act is an act of saying something. For example *it's hot in here* means referring to the temperature.

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<sup>16</sup>Austin. *How to do things with words*. (Cambridge, Mass: Harvard University Press 1993)

<sup>17</sup>Agus hidayat, “*speech acts : force behind words*” jurnal tadaris bahasa inggris, Vol 9, No 1, (2016) p.3

<sup>18</sup>Marhan pebrianto, hanna latifani, diyanisa awaliyah, “*type of speech act used on instagram comments of ellendegeneres' account*” (2018)p.210

<sup>19</sup>Peccei, jean stilwell. *Pragmatic*. (taylor & francis routledge.1999),p.44



### **b. Illocutionary act**

The second type of speech act is illocutionary act. Mostly we don't just produce well-formed utterances with no purpose. Yule states that illocutionary act is performed via the communicative force of an utterance. Such as performing, apologizing, offering, and questioning. It also act of doing something.<sup>20</sup> According to Austin in Oishi, illocutionary act is to making a statement, offer, promise in uttering a sentence, by virtue of conventional force is associated with it.<sup>21</sup> It can be concluded that illocutionary act is an act of doing something by saying something. For example: *it's hot in here* means a request to open up the window.

### **c. Perlocutionary act**

The last type of speech act is perlocutionary act. We do not, of course, simply create an utterance with a function without intending it to have an effect.<sup>22</sup> Based on Austin, perlocutionary act is the effect of the utterance produced by the speaker toward the listener. There are some effects commonly appeared when the speaker was produced the utterance such as it can make the listener believes, annoyed, afraid, enlighten, inspires, confirms, rejects, obedient, informs understands, happy/satisfied, surprised and also can make the listener doing something.<sup>23</sup> Yule also states that perlocutionary act is depending on the circumstances you will utter on the assumption that the hearer will recognize the effect you intended, this also generally known as the perlocutionary effect.<sup>24</sup> According to Iwanov, perlocutionary act is an act by which the illocutionary produces a certain effect in or

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<sup>20</sup>George Yule. *Pragmatics*, New York :Walton Street (1996)p.48

<sup>21</sup>Sulviana, *analyzing speech act of lecturer and students in class discussion at english department of universitas muhammadiyah makassar*, TEFL Overseas Journal. P19

<sup>22</sup>*Ibid*,p48

<sup>23</sup>Putri, ramendra, swandana. *An analysis of speech act used in harry potter and the goblet of fire movie*, international journal of language and literature, Vol.3, No.2,(2019)p79

<sup>24</sup>*Ibid*,p48

exerts a certain influence on the addressee.<sup>25</sup> It can be concluded that perlocutionary act is the hearer's reaction toward the speaker's utterance. For example, the first is locutionary act that is literal meaning of what is said: *it's hot in here* means *referring to the temperature*. The second is illocutionary act, which means the social function of what is said: *it's hot in here* means a request *to open up the window*. The last is perlocutionary act defined as effect of what is said: someone actually closes the door.

Furthermore, type of speech act explained above can be classified into several classes. Based on Yule, illocutionary act can be classified into five categories. The classifications are representatives, directives, commissives, expressive, and declarations.

#### 1) Representative

Yule states representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statement of fact, assertions, conclusion, and descriptions. In using a representative, the speaker makes words fit the world (of feeling). For example: *the earth is flat, Chomsky didn't write about peanuts, it was a warm sunny day.*<sup>26</sup> The example shows that the speaker states his/her belief that the earth is flat as the true one.

#### 2) Directives

According to Yule, directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. They are commands, orders, requests, and suggestions. In using directives, the speaker attempts to make the world fit the words (via the hearer). For example: *gimme a cup of coffee, make it black. Could you lend me a pen, please? Don't touch that.*<sup>27</sup> The example represents the direction to the hearer to do what the speaker says that is to make a cup

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<sup>25</sup> *Ibid*, p19

<sup>26</sup> *Ibid*, p53

<sup>27</sup> *Ibid*, p54

coffee and make it black. This speech act embodies an effort to direct the listener towards the speaker's goals.

### 3) Expressive

Based on Yule expressive are those kinds of speech acts that state what the speaker feels. They express psychological state and can be statements of pleasure, pain, likes, dislikes, apologizing, joy or sorrow, in using an expressive, the speaker makes words fit the world (of feeling). For example: *i'm really sorry! Congratulation! Oh, yes, great, mmmm, ssahh!*.<sup>28</sup> The example shows that speaker expressive guilty feeling and ask for forgiveness.

### 4) Commissives

Yule states that commissives are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They promise, threats, refusals and pledges. In using commissives, the speaker undertakes to make world fit the words (via the speaker).<sup>29</sup> For example: *I'll be back. I'm going to get it right next time. We will not do that.* The example shows that speaker commits to the hearer in the future action that she/he will come back again.

### 5) Declaration

According to Yule *declarations* are those kinds of speech acts that change the world via their utterance. The speaker has to have a special institutional role, specific context, in order to perform a declaration appropriately. In using a declaration, the speaker changes the world via words. For example: *priest: i now pronounce you husband and wife. Referee: you're out!*.<sup>30</sup> The examples show that a priest changes a person's life from being a single to being a husband and wife to a new family. All of the examples change the world via utterance.

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<sup>28</sup> *Ibid*, p53

<sup>29</sup> *Ibid*, p54

<sup>30</sup> *Ibid*, p53

### 3. Definition of Apology

The word “apology” derives from the greek root “logos”, meaning “speech” or “word”. Through originally associated with formal justification, defense or explanation, apology also refers to remarks made following an injury, whether intentional or unintentional.<sup>31</sup> Based on Smith defined that apology is a speech act addressed to B’s face needs and intended to remedy an offense for which A takes responsibility, and thus to restore equilibrium between A and B (where A is the apologizer, and B is the person offended).<sup>32</sup> Leech also states that points out that apology is genial act which has main goal to rebuild the concord for the broken relationship between speaker and interlocutor. Leech indicates that an apology is stated when the offender/wrongdoer disobeys definite social rule by doing some degree of the transgression to the hearer/victim.<sup>33</sup> According to Trosborg an apology is an action or an utterance which an apologizer can rehabilitate his or her own existence in society.<sup>34</sup> It’s mean that apology is an action used to create better situation, especially when someone do mistake, to bring back good relationship we need to apologize.

Apology play an important role in communication because sometimes misunderstanding can happen in communication. Alfatah states that apology is quite important because it my guide us to understand individual’s everyday communication.<sup>35</sup> They can help to repair the relationship when an offense has been committed and they show that the apologizer recognizes that an offense has been committed and takes a degree of responsibility for it. Furthermore apologizing needs an action to

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<sup>31</sup> Cohen, J.R. *Advising Clients to Apologize*. California University (1999).p.72

<sup>32</sup> Ayang Winda SW, *Apologizing Strategies Realization of Indonesia: A Case Study of the University of Kuningan Students*, (2014)

<sup>33</sup> Danil Isa Pajri, *The Analysis of Apology Strategies Uttered By Male And Female Students of English Study Program At Jambi University*. (2018).p.3

<sup>34</sup> Trosborg, A. 1995. *Interlanguage Pragmatics : requests, complaints, and Apologies*. New York: Mouton de Morgan (1975)p.375

<sup>35</sup> Ibrahim Fathi Huari, *A Study of Apology Strategies in English : A Case Study on Jordanian and Asian Undergraduate Students at Zarga Univesrsity*, Arab World English Journal, Vol 9, No 1(2018)p.336

set things between the apologizer and the recipient of the apology as well as understand the reactions of the apologizers. In uttering apology, the people have their own purpose or goal why they express it to the harmed person even though unintentionally or accidentally. As known, an apology seems to have an important service and role in social life and society.

Apologies are expressive illocutionary acts, so that apologizing can also be interpreted as an act of language that is done explicitly to evaluate the mistakes made by speakers. Based on Searle that assigns apologies as the category of “expressive” which further includes: thanking, congratulating, condoling, and welcoming. Moreover according to Barnlund and Yoshioka explained that when apologizing, there is a need for awareness, there are: first awareness of hurting others physically, mentally, and socially. Second, awareness of responsibility, either directly or indirectly, for the losses felt by others and the last awareness in the form of an obligation to recognize the mistake.<sup>36</sup> It means that if we don't have the awareness as mentioned above, there is a possibility that apologizing will not occur.

Based on the definition above, it can be noted that an apology is the feeling when we do something wrong that has been done to others. People need apology to create a better situation, especially when someone does a mistake, to bring back a good relationship. By apologizing, it can reduce the anger of the offender because of the offense that has been committed. But in apology we need awareness that we have been hurting other people, if we don't have the awareness there is a possibility that apologizing will not occur.

#### 4. Apology Strategies

Apology strategies are the way how to get forgiveness. According to Trosborgh, apology strategies are the methods

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<sup>36</sup>Nuria Haristiani, Asti Sopiyantri. *Analisis Kontrasif Tindak Tutur Meminta Maaf Dalam Bahasa Jepang dan Bahasa Sunda*, Jurnal Ilmiah Lingua Idea, Vol 10, No 2, p.132

used by the individuals to perform the speech act of apology such as statement of remorse and reparation. To apology the person or apologizer need to employ certain strategy of apology that is appropriate with the case. The strategies of apology is to reduce the offense to the offended and also intended to maintain the relationship. Trosborgh said that, it may be performed directly by means of an explicit apology utilizing one of the verbs directly signaling apology (apologize, be sorry, excuse, ect.), or it can be done indirectly by taking on responsibility or giving explanations. There are type of apology strategies according to Trosborg:<sup>37</sup>

#### **a. Rejection**

Apologizer may choose to deny the responsibility because she/he doesn't feel guilty. So she/he does not want to be blame and do not need to take responsible of some mistake. There are some categories of this strategy, they are:

##### 1) Explicit denial of responsibility

In this category, the apologizer may say she/he is not wrong doer and feel not do some mistakes. The person also explicitly denies that he should be responsible for something that has happened.

For example: "you know that i never do a thing like that".

##### 2) Implicit denial of responsibility

The apologizer may try to evade responsibility by ignoring the complaint. The apologizer usually ignores the complaint, by talking about something else, the apologizer can evade the responsibility about the mistakes that have done by talking someone else.

for example: "I don't thing that is my fault".

##### 3) Justification

In this strategy, the person gives some arguments to give certainty if the person cannot be blame. The apologizer can give argument that she/he in the right situation.

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<sup>37</sup>Trosborg, A. 1995. *Interlanguage Pragmatics : requests, complaints, and Apologies*. New York: Mouton de Morgan (1975)p.376

for example: “I have told you that I will try to come to your party but I didn’t promise anything, did I?”.

4) Blaming someone else

The apologizer blames the third party or even the complainer itself to avoid the responsibility.

For example : “it wasn’t me, may be you do it yourself in purpose”.

5) Attacking the complainer

This strategy the apologizer may attack the complainer if he/she feels that he cannot defend himself.

For example: “Yesterday, you said that is okay if I use your money”.

**b. Minimizing the degree of offense**

According to Anna Trosborg in this strategy, the speaker who did a mistake tries to minimize the degree of offense because he thinks only needs partly of responsible.<sup>38</sup> the apologizer wants to show his partly of responsible. The speaker tries to minimize the degree of offense. They are three strategies apply:

1) Minimizing

This strategy uses for something that show the responsibility to the mistake that have done. It means, the apologizer want to indicate his/her responsibility when he/she do some mistakes to the offended.

For example: “Oh, what does the matter, that’s alright!”.

2) Queering precondition

In this strategy, the complainer may cover the complaint by querying precondition. for example: “Who told to you that I would come to your house?”.

3) Blaming

This strategy happens if the offence committed by offenders is part of the violations committed by third parties.

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<sup>38</sup>Trosborg, A. 1995. *Interlanguage Pragmatics : requests, complaints, and Apologies*. New York: Mouton de Morgan (1975)

For example: “I have tried to tell you, but you always busy with your job”

### **c. Acknowledgement of responsibility (indirect apology)**

Trosborgh state in this strategy the speakers can implicitly or explicitly claim to be responsible for their action.<sup>39</sup>Therefore, the speaker usually blame themselves. there are six categories in this strategy, they are:

#### 1) Implicit acknowledgement

The apologizer tries to blame himself/herself implicitly. The speaker blame himself/herself but he/she doesn't say his fault directly regret.

For example: “Perhaps I should not have done it”

#### 2) Explicit acknowledgement

The apologizer admits his/her mistakes explicitly. It's done because the apologizer realizes his fault. For example: “I really forgot to do my homework”.

#### 3) Expression of lack intent

The apologizer tries to explain that he/she doesn't mean to commit offense. The apologizer expresses that he/she does not have intention to commit the offense.

for example: “I didn't mean it”.

#### 4) Expression of self-deficiency

The apologizer expresses his/her deficiencies to the offended because of the mistakes he has done.

for example: “I was so confused”.

#### 5) Expression of embarrassed

In this strategy, the apologizer feels embarrassed for the offense.

For example: “I feel so bad about it”.

#### 6) Explicit acceptance of the blame

This strategy indicate that the offended has the right to blame the apologizer.

For example: “You are right to blame me and I know that is my fault”.

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<sup>39</sup>Trosborg, A. 1995. *Interlanguage Pragmatics : requests, complaints, and Apologies*. New York: Mouton de Morgan (1975)p.380



#### **d. Explanation of account**

According to Trosborg, In this strategy a complaine may try to mitigate his/her guilt by giving an explanation or account of the situation.<sup>40</sup> This strategy is used by the apologizer to explain the mistake he did. And also uses by the apologizer to reduce the impact of offense because this event is not something he/she wanted. They are two categories apply in this strategy:

##### 1) Implicit explanation

In this strategy the speaker explains the situation implicitly. For example: “Such things are bound to happen, you know”.

##### 2) Explicit explanation

This strategy the apologizer explain the situation explicitly. for example: “Sorry I am late, but my car broken down”.

#### **e. Expression of apology (Direct Apology)**

Apologizer may choose to express his/her apology explicitly. There are three categories in this strategies, they are:

##### 1) Expression of regret

This strategy uses by the apologizer to express his/her regret. The speaker directly says or the speaker uses the word to support their regret by using some term such as really, terribly and so on.

for example: “i’m sorry”

##### 2) Offer of apology

In this strategy, the apologizer may offer an apology for the offense he/she has done. Usually, the apology will directly express his regret.

For example: “I apologize”, or “I apologize to.. “.

##### 3) Request of forgiveness

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<sup>40</sup>Trosborg, A. 1995. *Interlanguage Pragmatics : requests, complaints, and Apologies*. New York: Mouton de Morgan (1975)

This strategy according to Trosborg, which an apologizer or the complainees may choose to express his/her apology explicitly in the form of explicit performative construction.

for example: “Please, forgive me, I’m terrible...”, or “Excuse me, I’m sorry for interrupting you, but...”

### **5. Reason Using Apology Strategies.**

Communication is one think that people always do everyday in daily life, use of language is one way to communicate for to share idea, perspective, opinion, and express their emotion through spoken language, even in form oral or written. When someone doing mistake to other while communication, they have to apology to other because everything have reason to do and everyting have purpose.

Based on S. Kathleen Kitao and Kenji Kitao in their journal there are ten reason why using apology they are:

- a. Getting attention: using apology forms to get another person’s attention in order to get past them, to speak to them, etc.
- b. Irony: using an apology, sometimes including the performative plus other apology strategies, to make some other point, often by making use of irony. This can often be recognized when the speaker apologizes for something that is obviously not his/her fault or something for which he/she is obviously not sorry.
- c. Expressing sympathy: using apology forms to express sympathy over some negative aspect of the interlocutor’s experience
- d. Expressing disbelief/surprise: using an apology form to show that one is surprised by or disbelieving of what the interlocutor has said.
- e. Interrupting: using apology forms when breaking in without waiting for the end of the interlocutor’s turn.
- f. Expressing regret: using apology forms to express regret over a situation.

- g. Indicating inability to hear/understand: using apology forms when the speaker has either not heard or understood what the interlocutor said.
- h. Introducing disagreement/correction: using apology forms when the speaker is about to disagree with the interlocutor.
- i. Excusing oneself: using apology forms when the speaker is going to leave, answer a telephone, wants the interlocutor to leave, etc.
- j. Joke: using an apology form as part of a joke.<sup>41</sup>

## 6. Movie

Movie as one of form of literature can be a very entertaining media, it can be proved by the fact that almost every family in the world has at least one television set at home. The reason that movie become the most popular literature product that it offers moral value, produced in many genres, interesting with many colorful animation, special effect, easy and cheap to get. According to Hornby in movie means a series of moving pictures recorded with a sound that tells a story, shown at cinema/movie.<sup>42</sup> It means that movie is a story or even recorded by camera as set moving images and shown in a theater or television. In a movie there are obviously characters who act different characters. Talking about characters basically of a story having two kinds of characters. Protagonist and antagonist and many others. But Sometime, we watch movie only focus on the plot or the contents of the movie without realize that there are some nice dialogue expression inside the movie. For example is the expression of apology and the strategies that uttered by the characters.

## 7. Shazam movie

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<sup>41</sup> S. Kathleen Kitao and Kenji Kitao, *Apologies, Apology Strategies, and Apology Forms for Non Apologies In A Spoken Corpus*, journal of culture and information science, vol.8 no.2 (2013) p.8-9

<sup>42</sup> Hornby, A.S, equivalence : in oxford advanced learner's dictionary, oxford university press(8<sup>th</sup> ed.,p 495)

- Title : Shazam 2019
- Starring : Asher Angel dan Zachary Levi as William "Billy" Batson / Shazam, Mark Strong as Dr. Thaddeus Sivana, Jack Dylan Grazer as Frederick "Freddy" Freeman, Grace Fulton as Mary Bromfield, Ian Chen as Eugene Choi, Jovan Armand as Pedro Peña, Faithe Herman as Darla Dudley, Marta Milans as Rosa Vasquez, Cooper Andrews as Victor Vasquez.
- Main characters : Billy/Shazam, Freddy, Marry, Darla, Eugene, pedro, (Six Herro). This research only focus on analyzing used by the main characters (Six Herro) in Shazam Movie.
- Directed by : David F. Sandberg 2019

Shazam movie is an american superhero movie that was released in 2019. It is based on the DC comics directed by swedish film maker David F. Sandberg, who is known for horror movie such as Annabelle: Creation And Lights Out. The film is about a 14 year old teenager transforming into an adult superhero by saying his name. Young billy batson is an orphan who cought the eye of powerful but aging wizard who granted him amazing magical abilities and tasked him with defending the rock of eternity. Whenever billy utters the word "shazam", he transforms into a powerful hero with abilities to rival those of superman himself.

A foster kid who gains magical abilities, when he says the word "shazam" he transformed into the best version of his future self, a tall, muscular hero. Ever since, billy has lived a dual life. Some days he's a lonely foster kid making his way world, and some days he soars through the sky and bettles villains like the fiendish Dr. Sivana or his twiste predecessor, black adam. It's all in a day's work for shazam. Shazam's name is an acronym that come from the six mythological figures who provide his powers. He has the wisdom of solomon, the strength

of hercules, the stamina of atlas, the power of zeus, the courage of achilles and the speed of mercury. In effect, this gives shazam a very superman like suite of abilities that include super strength, invulnerability and flight. Basically, he's an almost unstoppable one man army unless his enemies can somehow trick shazam into transforming back into ordinary billy batson.

## **8. Plot**

Shazam begins in the year is in 1974. The location is upstate new york. A young thaddeus sivana is arguing with his father and older brother sid while they are taking a cartrip. Suddenly, something transports him to the rock of eternity, a legendary, magical temple hidden in another dimension. Once there, Sivana meets with the ancient wizard Shazam, last of the council of wizards. Shazam is looking for a new champion who is pure of heart to take over the mantle of Shazam. The previous champion failed at his duty and released the seven deadly Sins upon the world after he became obsessed with revenge. He tests thaddeus to see if he is pure of heart and finds him lacking when he can't resist touching the eye of sin. Touching the eye of sin will release the sins from their entrapment in their statutes. After he fails, shazam sands him back to his father's car. Once there, thaddeus make scane in the car in his confusion which causes his father's car to crash, crippling his father. Thaddeus' brother sid blames him for the accident. Meanwhile, back at the rock of eternity, shazam continues his search for another worthy person by casting a seeking speell.

The film jumps to present day philadelphia where foster child billy batson is in trouble with cops again after searching forhis birth mother. Billy's mother disappeared while they were at a carnival when he was very young. Billy has been in various foster placements ever since but always runs away. His newest placement is at a group home run by Victor and Rosa Vasquez who also take care of five other foster children: Mary Bromfield, Pedro Pena, Eugene Choi, Darla Dudley, and Freddy Freeman. Freddy is a huge fan of superheroes which helps him

deal with his personal handicap. Despite the family's warm welcome, Billy keeps his distance from the other foster kids. Sivana returns meanwhile, an adult Sivana has spent his life looking for a way to return to the Rock of Eternity. Ultimately, he finds a way back and steals the Eye of Sin becoming the Sins' vessel and besting the ancient Shazam wizard. Sivana returns to Earth and kills his father, his brother, and Sivana Industries' board of director.

On Billy's first day of school, he saves Freddy from a group of bullies. They chase him down into the subway before something suddenly transports him to the Rock of Eternity. Shazam has summoned Billy to the Rock to be the new champion. Billy calls out Shazam's name, and it transforms him into a newadult version of himself. The ancient wizard turns to dust after thanking Billy. Sivana calls Billy and tells him that he has his foster siblings held hostage and that he will exchange them for Shazam's powers. Billy, once again as Shazam, agrees, and he and Sivana travel to Rock of Eternity where Sivana takes the wizard's staff. There, Billy's foster siblings follow him to the Rock and attack Sivana. During the attack, Shazam realizes that Sivana loses his powers when all seven Sins leave his body. Shazam and the siblings travel back to Philadelphia and try to hide in a winter carnival. Sivana arrives at the carnival and unleashes all the Sins who ultimately capture the foster siblings. Once again, Sivana demands that Shazam surrender his powers. Shazam is able to reacquire the staff and stuns Sivana. Remembering some of the wizard's words from the beginning of the film, Shazam shares his powers with his foster siblings, transforming them all into adult superheroes like him. He breaks the staff and battles Sivana while his siblings battle the other Sins. Shazam is able to get the last Sin, Envy, out of Sivana's body, leaving Sivana without his powers. With Sivana powerless, Shazam takes back the Eye of Sin which returns the Sins to their prisons. After their victory, the new team realizes that they can use the Rock of Eternity as their new lair while fighting crime.

## B. Previous Study

The focus of this research is to describe and identify apology strategies used by the characters of “Shazam” movie. There are some previous studies which also analyze about apology strategies. One of the research from Intan Khoirun Nisa and Adi Sutrisno, entitled “Apology Strategies in Harry Potter Movie Series”. The result of Intan Khoirun Nisa and Adi Sutrisno research is here they used theory from Blum-Kulka and Olshtain. The result of this research shows that there are 5 types of apology strategies found in the movies. Those are Explicit Illocutionary Act Force Indicating Device, Explanation or Account of Cause, Taking of Responsibility, Offer of Repair, and Combination Strategy. Mostly, the speaker prefers to employ Indirect Apology Strategy which reaches up to 69.6%, while direct apology strategy is only used in 30.4% of the total data. To be exact, the most frequently used indirect strategy is Explanation Or Account of cause by attaining 44% data in the movies.<sup>43</sup>

The second of related study from Yulia Deviza (entitled “Apology Strategies in Impractical Jokers TV Series Season One”. This research applies descriptive qualitative method and taken theory from Blum-Kulka and Olshtain theory (1989) in finding apology strategies. The research uses the technique of collecting the data, analyzing them, and drawing the conclusion in conducting this research. The result of her research is the strategies of apology used in “Impractical Jokers Season 1” are Evasive strategy (6), Expression of apology (2), Acknowledgement of responsibility (9), Explanation or account (11), Strategies of remedial support (4), Opting out (11). Explanation or account and Opting out are the most used strategy in this series.<sup>44</sup>

In addition, a study about apology strategy and gender also conducted by Majeed and Janjua who analyzed a pragmatic study of apology speech acts in Urdu language. In conducting the

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<sup>43</sup>Intan Khoirun Nisa, Adi Sutrisno, *Apology Strategies in Harry Potter Movie Series*, Vol.1, No.1, (2018)

<sup>44</sup>Yulia, Deviza (2020) *Apology Strategies in Impractical Jokers TV Series Season One*. Diploma thesis, Universitas Andalas.

research, they study apology speech acts in Urdu with the existence of different gender in various situation. By giving a questionnaire, Majeed and Janjua successfully revealed that girls seemed to be more conscious about their face wants and they used less dangerous strategies even with their friends and siblings more than the boys. In contrast, when they are in formal condition, both girls and boys adopted similar types of apology strategy.<sup>45</sup>

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<sup>45</sup>Majeed & Janjua. (2014). Apology Strategies and Gender: A Pragmatic Study of Apology Speech Acts in Urdu Language. *Journal of Education and Review* 2(3) 056-061.



## CHAPTER V CONCLUSION AND SUGGESTION

### A. Conclusion

After analyzing the research findings, the researcher would like to make a conclusion about the found apology strategies in the Shazam movie. Based on the result, the researcher found that most of the apology strategies used by the characters in the Shazam movie are expressions of apology with sub-categories: expression of regret, offer of apology, and request of forgiveness. Most of the characters expressed apology to show their regret, offer an apology, and request forgiveness. Expression of regret is direct apology which is used by the apologizer when they really regret for what he/she has done to the offended. The apologizer not only used utterances such as "sorry" but also they can show their regret through the expression which they appear when they apologize. This research also found other apology strategies which are used by the characters, they are: Explanation of account (sub-category explicit explanation). Explicit explanation is an apology which is used when the apologizer explains the reason about the situation which made he/she make a mistake. And then Acknowledgment of responsibility (sub-category Expression lack intent and Explicit acceptance blame). Expression lack intent is an apology that the apologizer doesn't have any intention to cause the problem. The next apology strategies are explicit acceptance blame, this strategy is an indirect apology which is expressed by the apologizer that he/she can accept his or her fault and blame themselves.

The reason for using apology strategies found five categories (5) they are: Getting attention, Expressing sympathy, Expressing regret, Introducing Disagreement or Correction, Excusing oneself. The most of the expressions of regret utterances are "I'm sorry" and "sorry". Most of the reasons for using apology strategies used by the characters are expressions of regret. Getting attention is used by the apologizer to get another person's attention in order to get past them or to speak to them. When someone wants to invite people to talk they have to say the utterance for example "excuse me" to show good manners.

Then, expressing sympathy is used by the apologizer to show sympathy to the offended for something bad happened to the offended. Next is expressing regret, the apologizer express they regret to the offender for guilty he/she has done. Introducing disagreement or correction is used by the apologizer to show that she or he doesn't agree with the offended. The last is exusing oneself used by the apologizer when she/he want to leave the offended to answer the phone.

In addition the inference can be revealed main character used direct and indirect apology, each characters in Shazam movie has their own reason when they express apologies, the dominant character Billy/Shazam expresses apology strategies with category expression apology” which sub-categories expression of regret. Most of the main characters expressed apology to show their quilty feeling and to regret the mistake they maded. Based on this research, that the using apology strategies can be found in the movie. It was because movie shows contains interaction between many people. So as a result, we can found the mistake during interaction and then it caused utter an apology.

## **B. Suggestion**

Through this paper, the researcher found many ways to convey apology, the apologizer have to know how to apologize when he/she makes a mistake. Therefore apologizer can use appropriate apology strategies in their daily lives. The researcher hope this research can be one of the topics for future research studies, especially for English Language Students Department of Tarbiyah Faculty Islamic University of Raden Intan Lampung. The researcher hope for the next researcher who are interested in apology strategies using a variety of television programs with other theories. this will allow for a more diverse analysis of situations and conversations among people with a wider variety of relationships.

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