

**AN ANALYSIS OF APOLOGY STRATEGIES EXPRESSED BY
THE CHARACTERS IN ANIMATION MOVIE” RAYA AND
THE LAST DRAGON”**

**A Thesis
Submitted as a Partial Fulfillment of the Requirements for S-1
degree**

By

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ABSTRACT

Apology strategies represent systematic approaches employed to convey regret and seek reconciliation. It frequently used to portray the apologies strategies in movies. Apology strategies portrayed in movies served as a compelling reaction of real-world interpersonal dynamics. In cinematic narratives, characters employ a diverse range of apology tactics, including heartfelt confessions, Grand gestures, and acts of redemptions. This research focused on analyzing the apology strategies found in the movie *Raya and The last dragon*. The aims of this research are: 1.) identifying the types of apology used by the characters using Olstain and Cohen's theory of apology strategy. 2.) Identifying the social functions of apologizing acts expressed by the characters using the theory from Neal R. Norrick.

The qualitative method was used as a method to analyze the types of apology strategy and the social function expressed by the characters in “*Raya and the Last Dragon Movie*”. The researcher herself served as the instrument to analyzing the script *Raya and the last Dragon* in this research. Data collecting techniques were done by downloading the movie as well as its subtitle on its official website and also downloading *Raya and the Last Dragon*'s script. There were some steps to analyze the data, namely data condensation, data display, and conclusion drawing. For verifying the result of the data, researcher used triangulation method as its method to validate the research.

After analyzing the movie *Raya and the last dragon*, 15 sentences were found containing the acts of apology. Using the theory of apology strategies from Olstain and Cohen, those sentences categorized into five types of apology strategies and four types of social function apology according to Norrick's theory. The types of apology strategies that found were an expression of apology, acknowledgement of responsibility, an explanation or account of the situation, an offer of repair, a promise for abberance.

Moreover, the researcher found that there were 6 expressions of apology, 4 explanation or account of situation, 3 acknowledgment of responsibility, and 2 expression of repair. while, in social function of apology, the researcher found 2 expressions in showing good manner, 5 implicating contrition, 2 assuaging the addrese's wrath, and 1 asking to be forgiven.

Keywords: Apologies Strategy, Social Function of Apology, Raya and The last Dragon Movie, Qualitative Research.



DECLARATION

I am a student with following identity:

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Certify that this thesis is definitely my own work. I am fully aware that I have quoted some statements and ideas from various sources. All of qutations are already acknowledged.

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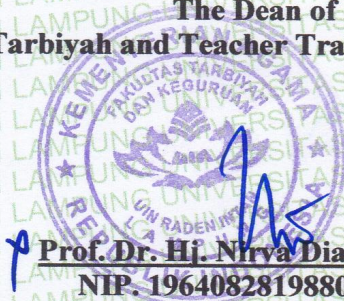
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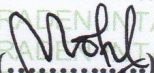
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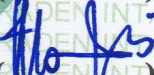
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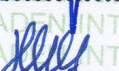
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MOTTO

خُذِ الْعَفْوَ وَأْمُرْ بِالْعُرْفِ وَأَعْرِضْ عَنِ الْجَاهِلِينَ ﴿١٩٩﴾

*“Hold to forgiveness, command what is right,
and turn away from the ignorant”*

(Q.S. Al A’raf [7]:199)¹



¹Syaamil Qur'an, Al Qur'an QS Al-A'raf/7:199

DEDICATION

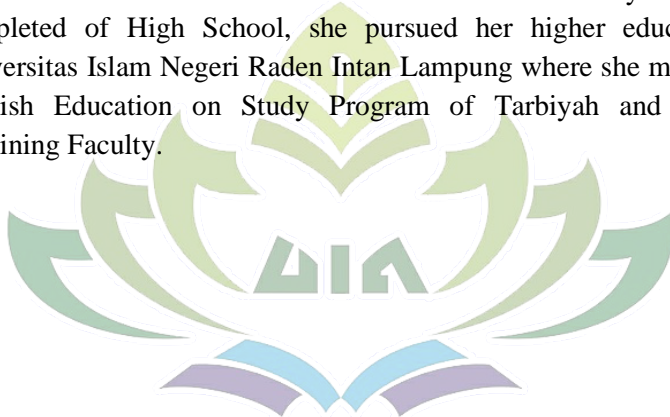
The researcher honoured to dedicate this thesis as symbol of my profound gratitude for their unwavering support and encouragement. Their beliefs in my abilities, their sacrifices, and the love they have showered upon me have been the driving force behind the completion of this work. I am forever indebted to these special individuals and institution, and i dedicated this thesis to them with utmost respect, admiration and appreciation.

The researcher is proudly dedicated this thesis to

1. My beloved parents, Mr. Titok Hertanto and Mrs. Siti Huzaimah, whose unwevering support and unconditional love have been the driving force of my journey.
2. My loving husband Tri Priyanto, whose belief in my capabilities has pushed me to achieve greatness.
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6. And lastly for my Almamater UIN Raden Intan Lampung. The knowledge and skills imported by your distinguished faculty have played and instrumental role inshaping my intellectual.

CURRICULUM VITAE

The researcher's name is Dyana Latifah; she was born in In Seputih Mataram on 27 June 2001. She is the first daughter from the couple Mr. Titok Hertanto and Mrs. Siti Huzaimah. She has a younger sister named Nayla Anisa Mufida. The researcher started her study at the Kindergarten Gula Putih Mataram on 2004 and graduated in 2005. After finishing her study in the Kindergarten School, she continued her study at Primary School of SDN 2 Simpang Agung and graduated in 2011. After completing her Primary School, she continued her Junior High School Education at SMP N 1 Seputih Agung and graduated on 2014. In 2015, she successfully completed her High School Education of SMA Mambaul Ulum for three years. Upon completed of High School, she pursued her higher education at Universitas Islam Negeri Raden Intan Lampung where she majored in English Education on Study Program of Tarbiyah and Teacher Training Faculty.



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This thesis entitled an analysis of Apology Strategies Expressed by the Characters in Animation Movie "Raya and the Last Dragon" is submitted as a compulsory fulfillment of the requirements for S1 degree of English Education Study Program at Tarbiyah and Teacher Training Faculty Raden Intan Lampung University of Islamic State.

The researcher received an enormous amount of support and assistance from several people in order to complete this thesis therefore. The researcher would sincerely thanks:

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Finally, nothing is perfect neither this thesis. Any corrections, comments, and suggestions for the goodness quality of this thesis.

Therefore the researcher earnestly welcomes reader suggestions and comments and she hope this thesis is helpful for the readers.

Bandar Lampung, 28February 2024

The researcher,



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CHAPTER I

INTRODUCTION

A. Title Affirmation

In order to accurately express the title of this research, it is crucial to include the title affirmation at the beginning of the concept as Title affirmation was the detailed explanation of title. To avoid misunderstanding of this thesis, the Researcher needs to explain some terms as the key of the title in this thesis, and the title is **AN ANALYSIS OF APOLOGY STRATEGIES EXPRESSED BY THE CHARACTERS IN ANIMATION MOVIE RAYA AND THE LAST DRAGON**. The description of the meaning in some terms in this title as follows:

1. According to Robin Woofit, analysis is one of the key methodological approaches to the study¹. It means that analysis is a process to study or learn more about something to get more information. Analysis is one of the ways that can we use to know detail information about something. Analysis has a resolution of every compound into the things out of which the synthesis. Analysis is the converse of synthesis. Analysis also defined as a process and includes theories of integration, differentiation, measure, limits, and analytic functions and infinite series. In other hand, the meaning of analysis in this research is the study or examination the apology strategies as the type of politeness one of the branch of pragmatics in educational articles.
2. Apologies are an elemental construct in human interaction, they can serve the function of meeting many psychological needs, such as repairing relationship, restoring an individual dignity, and

¹Robin Woofit, *Conversation analysis and Discourse Analysis :Comparative and Critical Introduction*, (London: SAGE Publication,2005), p.5

perserving an individual's sense of what it just.² It means that when the speaker makes a mistake and hurt the interlocutor, the speaker will do something as regret for the mistake to restore the relation to be better. Usually apology is one of the ways to solve the problem. Apology shows our remorse over our actions and apology is an acknowledge the hurt caused by someone else. Apologies help to fix relationship with people we have hurt. It could be friends, family, colleagues, clients, or teachers. By realizing our mistake, we open a dialog with other person, that's we can reflect on and take responsibility for our actions. And people can process their feelings, restore their dignity, and try to apologize the mistake.

3. Strategy is used by someone to achieve their goals. In apology some strategies also used with the purpose to avoid misunderstanding in communication. Some strategies can be used in order to the apologizing goes well. According to Fred Nicols, Strategy is the bridge between policu or high order goals on the one hand tactics or concrete action on the other. Strategy is term that refere to a complex web of thoughts, ideas, insight, experiences, goqls, expertise, memories, perceptions, and expectations that provides general guidance for specific actions in pursuit of particular ends.³ A strategy is all about integrating organizational activities, utilizing and allocating the scarce resources within the organizational environment to meet the present objectives. Strategy also defined as knowledge of the goals, the uncertainty of events and the need to take into consideration the likely or actual behavior of others.
4. Animation movie is the fast show of arrangement the picture of artwork or model positions to create

p.19 ²Lazare Amani, *On Apology*, (New York: Oxford University Press, 2004),

³Fred Nicols, *Strategy Definition and Meaning*, (USA,2016), p.7

illusion of movement. The impact of the optical illusion of movement due to the wonder of preference of vision and can be created and illustrated in a few ways. Animation movie is recognized from live action ones by unusual kinds of work that are done at generation stages. Animation movie is one of the individual drawings, or illustrations that are photographed frame by frame. Usually, each frame is different. It gives the illusion of the movement when frames are projected in rapid succession at 24 frames per second. Animation movies are often made for children, but also can be enjoyed by every age of people. And today animation movies are appearing to adults.

5. *Raya and the last dragon* is an animated movie with an adventure genre produced by Walt Disney Animation Studios. *Raya and the last Dragon* movie is an adventure action, comedy, and fantasy animation movie produced by Walt Disney Pictures and released in the United States on March 5, 2021. It tells about the journey of a female warrior named "Raya" who was looking for the last Dragon in Kumandra kingdom.⁴ The movie is based on traditional Southeast Asian culture. This movie is told about a girl in a struggle named Raya who tries to fix Kumandra back by looking for the last dragon named Sisu. A war happened in some places in Kumandra. *Raya and the last dragon* movie took after research in some countries. This movie has strong cultural values and good messages which can be applied in real life. This is a kind of animation movie that was released in 2021 and to be exact on March 12th. In this movie, Raya as the

⁴ K. Divyani, Igar Jayantini, IW Juniarta, Exploring Characterization of the Main Character in *Raya and The Last*

Dragon Movie, *Elysian Journal: English Literature, Linguistic, and Translation Studies*, vol.3 No.1,(2023).

main character which act as a woman warrior who saved *Kumandra*.

B. Background of problem

Pragmatic is a field of linguistic that study about aspect of meaning which are systematically abstract away form in the construction of content or logical form.⁵ Pragmatic also related with the context and situation of what people's utterance. It means that pragmatic is very important in communication especially for the speaker and hearer to understand the context itself related to the situation. Through pragmatic we can understand the message of the utterance that has the ohrase or deeper meaning than literal meaning of what just spoken.

As we know that pragmatic is study about how the context contributes the meaning, Speech act has a relation with pragmatic. Speech act is a subfield from pragmatic that has some variety of verbal communication. Speech act study about how people use language, a and determined the language ability of the speaker to convey the message. The function of speech act is to visualize the spoken words.⁶ Hymes also stated that speech act is the minimal term of the set. It represents a level distinct from the sentence, and not identifiable with any single portion of other levels of grammar, or with segments of any particular size defined in terms of other level of grammar.⁷ In other words, speech act is an utterance produced by the action that the speaker generates to the speaker or audience. There are three kinds of speech act. They are locutionary or proportional act, illocutionary, and perlocutionary. As the name, prepositional or locational means actual utterance or certain utterance which derived understanding the meaning of some general knowledge.

⁵Joan Cutting, *Pragmatic and Discourse*, (USA: Routledge, 2002), p.8

⁶Ahmed S., The non Performativity of Anti-Racism, *Borderlands e-journal* (2005)

⁷Hymes, Dell Hathaway, *Sage Research Methods Foundations*, (Philadelphia: Tavistock Publications, 2020) p. 52

Illocutionary act means the act based on what say something about, such as promising, offering, and apologizing and perlocutionary means an act made because of the utterance in certain effect.⁸

In teaching speech act in the classroom, the teacher must be pay some attention, since English subject is the foreign language for Indonesian students. It is the cause the teacher often make a fault or misunderpreted to the student when teaching and learning process in the class. The student will be offensive. To avoid some mistake, speech act learn some variety verbal and non verbal communication in order to understand about the meaning of the uttetance through the context or situation.

When we made a mistake actually we should apology to return back the situation and hope the student or the hearer forgive us. In Speech act, apology include part of illocutionary act. Apology has a power to return back the relationship after something bad happened. In apology people need to use certain strategy in order to make the apologizing act will be success and the speaker will forgive us.

Apology strategies can be found in every aspects of our live, it can be found in everyday life in our conversation, can be found in form of poems, songs or movies. Movie is one of the media usually used by people to convey the message or its values also one of the mainstream media which we can find those apology strategies. It is become popular and admired by lot of people. Many kinds of genre create such romance, horror, action, fantasy, thriller, and comedy. The plot and characteristic of the actors usually to be the one of the factors which people love to watch it. In other hand, movie is one of the confentional media to convey the value, knowledge and massage to other people. Movie is growing, not only real people who can play specific characters as an actor, but also

⁸Baktir H, "Speech Act theory"; Austin and Searle; Derrida's Response, *Military Technical Academy Publishing House*, (2012) Vol. 5 No.2

animated characters, it is usually called as animation movie. Many people like this kind of movie.

Animation movie is the simulation of movement series of picture. According to Wieland, the animation film is a natural tool for imparting knowledge to the students and a good way to teach the lesson.⁹ In addition an animation movie is to be one of the media that can give knowledge to the student. Animation movie has its own charm for the viewer especially teenager and adult.

It is important to study an apology strategy in the movie, Since this genre of movies is one of the popular genres in the world these days. From early year of moving picture invented, it has become one of the most favourite and successful genre movies in the whole world with global animation market that worth \$259 billion in 2020 and will be expected to grow to \$ 270 billion in the end of 2023¹⁰. Millions of fans of this particular genre from all over the world come to the theatre to watch the adventure of their favourite animated characters on the big screen. This is one of the many reasons why the Researcher decided to use animation movie as a subject of analysis.

Raya and the last dragon movie is an animation movie inspired by Southeast Asia culture. In this movie show some cultural reference such shadow puppets, gamelan, traditional house roof structure commonly called “rumah gadang” in Indonesia, and the sword such as “keris”, which one of the Indonesian traditional weapons. *Raya and the last dragon* movie has the values that can be applied in real life. *Raya* as the main character shows us how to build the trust either *Namaari* make an apology to return it back. This movie teaches us how important for apologizing the mistake we made to repair broken friendship, make the communication to

⁹ John A Wieland, *A Role for film in writing pedagogy*, (Indiana university, 2009) p.6

¹⁰ Laura Carollo, *Global Animation Market Value 2020-2030*, (Statista, 2024).

be better. As we know, animation movies not only watched by children, but this type movie watched and loved by all ages of audience, from Children, teenagers to adults, because this movie has a good value and advice delivered nicely.

Based on the explanation above, there are some reasons the researcher used apology strategy and social function as the object of this research. The first, because the phenomenon of apology is often found in teaching and learning process in the classroom, especially when the teacher give an advice or teach their student as an English learner. The second is *Raya and the last Dragon* is popular movie that show some characteristic that has some value which can applied in real life and teach how imporyant apology to repair a situation and return back the relationship. The Researcher analyzed the apologies strategy used in “*Raya and the last dragon*” movie using Olstain and Cohen theory, and the social function by Norman Fairclough theory. Therefore, the Researcher made a research entitled” *An Analysis of Apology Strategy expressed by main characters in animation movie *Raya and the last dragon*”*.

C. Focus and Sub Focus of the Problem

1. Research focus

The focus of this research is the analysis of apology strategy in the conversation used among the character in *raya and the last dragon* movie.

2. Sub focus of the problem

- a. Finding the types of apology strategy and the social function of apology in the dialog of the characters in *raya and the last dragon* movie.
- b. To understand how those founded apology strategy can be occur differently during interaction in the dialog among character.
- c. To understand the purposed of apology used by each speaker.

D. Limitation of The Problem

In the terms of the problem identification, to make it more specific the Researcher has limited the dialog of the movie in her research. The researcher only used the dialog from the characters in *Raya and The Last Dragon movie*; Raya, Sisu, Namaari, Boun, Little Noi, Tuk-tuk, Ongis, Chief Benja, Virana, Tong, Druun, Dang Hu, Dang Hai, Wahn, and Tail Chief. The Researcher focused on the apology strategies uttered by the characters in *Raya and the last dragon movie* among others: Raya, Namaari, Chief Benja, Sisu, Virana, and Tong. The researcher obtained the script by downloading it from the website the script lab (thescriptlab.com) and The researcher using herself as an instrument to researching the data.

E. Formulation of The Problem

Based on the limitation above, the formulation of the problem in this research are:

1. What are the types of apology strategies used by the characters in *Raya and the last dragon movie*?
2. What is the social function of apologizing act used by the characters of *Raya and the last dragon movie*?

F. Objectives of The Research

The objectives of the research are:

1. To identify apology strategies which used by the characters in *Raya and the last dragon movie*.
2. To identify the social function of apologizing act expressed by the characters in *Raya and the last dragon movie*.

G. Significance of The Research

This research is expected to have benefits and uses, among others:

1. Theoretically

This research is intended to increase the information and knowledge about the types of apology strategies and

the social function of apologizing act in Raya and the last dragon movie.

2. Practically

a. For English Teacher

Hopefully, the movie raya and the dragon can be used as a media to teaching English in the classroom and the teacher can use this movie as a learning material about speech act related to apology elements contained in the syllabus of merdeka curriculum in 10 grade of high school students. Teachers can use scenes from the movie to discuss different ways to apologize, analyze the language used, and identify the elements of a sincere apology. By incorporating popular media like Raya and the Last Dragon into language learning, teachers can make the learning process more engaging and relatable for students.

b. For English Learners

This study can also be used as a resource for English Department students who want to learn about and examine apologetic speech acts. This study aims to assist them in gaining a better knowledge of expressive speech act studies, particularly in the context of apologies.

c. For the Future Researchers

For other Researchers, hopefully this research can be used as a reference in making their research through apology strategies and the social function of apologizing act by Raya and the last dragon movie. By reading this research, the next Researchers are expected to be able to develop the thesis associated with apology strategies. Additionally, this research can also serve as a foundation for further studies on the representation of apology strategies in animated films and its impact

on audience perceptions. Through analyzing the apology scenes in "Raya and the Last Dragon," researchers can gain a deeper understanding of the cultural and societal norms surrounding apologies and how they are portrayed in media.

H. Relevance Research

There are many relevant researches with this research, among others:

The first Researcher is Siti Fatimah. She used "Me before You" movie titled Apologizing Acts in the Movie Entitled Me Before You. She used theory developed by Trosborg. She found seven types of apology strategies which were expression regret which 37%. This is the most apology strategies used by the characters in that movie, offer of apologize 13%, blame someone else 3%, expression of embracement 3%, explicit explanation 17%, explicit acceptance of the blame 7%, expression of lack intent 17%, and expression concern for the hearer 3%.¹¹ She also found some social factor which influence the characters of the movie, they were the relative familiarity between interactions, the severity of infraction, the situation in which the infraction occurred, the nature of infraction and the sex between the interacts.

The second is Nabilah Amatullah she chose Proposal movie as a tittle to analysed the apology strategies. This research used descriptive research to obtain precise information concerning the current status of phenomena. In The result, she found 32 data containing apology strategies expressed by the characters in that movie.¹² Most of characters expressed apology to show their guilty feeling and to regret the mistake with 16 data out of 32 data. The Researcher found

¹¹ Siti Fatimah, Thesis, *Apologizing Acts in the Movie Entitled Me Before You: A Socio-Pragmatic Approach* (Medan: Universitas Sumatra Utara, 2015)

¹² Amatullah Nabilah, Thesis, *Apology Strategies Expressed by the characters in "The Proposal" Movie* (Surabaya: Islamic State University Sunan Ampel Surabaya, 2016)

two ways in expressing apology based on the Proposal movie; they were direct and indirect apology. The data showed that 24 data were direct apology. She also found the social function in the movie. 13 data with the highest function assuaging the address's wrath, because angry is the most reactions of the hearer when the speaker made a mistake.

The third is Ilmah Khorida. The Researcher used theory from Trosborg and chose Stuart Little 2 movie as a title. The Researcher also used Holmes classification of offence. The most apology strategies used by the characters based on the data was direct apology. The Researcher didn't find any characters that used rejection and promise of forbearance to deliver the apology strategy. The data showed that the characters mostly used negative politeness in apologizing to indicate their awareness of having impugned on the hearer's negative face and to redress the fault toward the hearer. There were five kinds of offence which used in this research; those were infringement on talk, infringement on space, infringement on time, instance of in convenience and social behaviour offence.

The fourth is Intan Khoirun Nisa, and Adi Sutrisno. This research used theory by Blum-kulka and Olshtain with the title *Apology Strategies in Harry Potter Movie Series*. The data were taken from Harry Potter movie series, namely Harry Potter and the order of the phoenix, Harry Potter and the half-blood prince, and Harry Potter and the Deathly Hallows part 1 and 2. According to the data there were 5 types of apology strategies found in the movies. Those were explicit illocutionary force indicating device, explanation or account of cause, talking of responsibility, offer or repair and combination strategy. Most of the characters employed indirect apology strategies which reach up to 69.6%, while direct apology is only in 30.4% of the total data.¹³ The result

¹³ Intan Khoirunnisa and Adi Sutrisno, *Apology Strategies in Harry Potter Movie Series*, *English Language Teaching Educational Journal(ELTEJ)*, Vol. 1, No.1, 2018, p. 3

showed that the majority of the characters employed indirect apology strategy explanation or account of cause to apologize.

After reading and understanding the related research, the Researcher conducted the apology strategies used by the characters and the social function of apologizing act in *Raya and the last dragon* movie. Different from the previous researcher who used theory from Trosborg analysing the apology strategies, the present Researcher used theory from Olshtain and Cohen to identify apology strategies and the Researcher made a relation apology strategy with identifying the social function of apologizing acts. The Researcher made it specific with choosing animation movie *Raya and the last dragon* which one kind of movie that are adored by most of people especially adolescents. In other hand the Researcher decided to titled her research as “An Analysis of Apology Strategies Expressed by the Characters in Animation Movie *Raya and the Last Dragon*”.

I. Research Method

Research method is the strategies, process, or techniques in collecting and analyzing data. Research method is scientific method that has a specific purpose and use to obtain data.¹⁴ Research method refers to the tools that one use to do the research. It can be qualitative or quantitative. Quantitative research methods involve using numbers to measure data. The Researcher can use statistical analysis to find connections and meaning in the data. Qualitative research involves exploring information and non-numerical data.

A research method gives research legitimacy and provides scientifically sound findings. It also provides a detail plan that helps to keep the research effective and manageable. By choosing the research methodology, the Researcher can formulate the path to be used in conducting the study and reporting the findings. Based on the explanation above, the

¹⁴ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&DEdisi 19*, (Bandung: Alfabeta, 2018) p.8

Researcher used qualitative research. The following is an explanation of the use of components in research method:

1. Research Design

The main target of this research is to identify what is the apology strategy used by the characters in animation movie *Raya and the last Dragon*. Research design is the plan or proposal to conduct research, involving the intersection of philosophy, strategies of inquiry, and specific methods¹⁵. In research methodology, research design refers to a researcher's overall approach or plan for answering a research question or testing a hypothesis. It serves as a plan or framework for data gathering, measurement, and analysis.

The researcher used descriptive qualitative research method to analyzing and collecting the data of the apology strategies in *raya and the last dragon* movie. Merriem and tisdell describe the descriptive qualitative as a research design that “seeks to describe the characteristics, experiences, and perspectives of individuals or groups.”¹⁶. They highlight the importance of providing a detailed and accurate account of the phenomenon under study. In another word, descriptive qualitative research is a type of qualitative research that aims to provide a detailed and comprehensive account of a phenomenon, event, or group of people. It focuses on describing and understanding the characteristics, experiences, perspectives, and behaviors of the participants in a rich and nuanced way.

2. Research Subject

Research subject is the persons who contribute responses or information that helps Researchers collect data or whom data is obtained through intervention as a

¹⁵ Creswell, John W., and J. David Creswell. *Research Design*. 5th ed., SAGE, (Publications, 2018)

¹⁶ Merriem S.B and Tiesdell E.J, *Qualitative Research: a guide to Design and Implementation*, (San Fransisco, CA: Jossey Bass, 2016) p. 4

result in research study. Spradley stated that a research subject is a source of information.¹⁷ In this research the Researcher preferred Raya and the Last Dragon as the subject of research. The focus of the study was on apology strategy used by the character in the movie based on Olstain and Cohen theory.

3. Instrument

Instrument is a tool that used to collect, measure, and analyse data related the subject in the research. The instrument in quantitative research can be tests, surveys, scales questionnaires or event checklist. Meanwhile in this qualitative research the instrument of this research was the person herself as the main observer. Sugiyono stated that the qualitative research instrument or research tool is the Researcher itself.¹⁸ In other hand the Researcher was the instrument in this study because the Researcher had a big role in identifying the data. In a qualitative method, the Researcher had to collect, classify, identify, interpret, reduce, organize, and conclude the data as a result.

The data in qualitative research can be show in graphs, charts, tables, or other visual representation. In this research the data presented in a table to show the types of apology strategy that used by the characters in Raya and the Last Dragon Movie. Those data helped the Researcher to analyse the problem and find the result.

4. Data Collecting Technique

Data collecting technique is the most important step in research, because the main objective of the Researcher is to obtain data.¹⁹ In qualitative research, there are

¹⁷ Basrowi and Suwandi, *Memahami Penelitian Kulitatif*, (Jakarta: Rineka Cipta, 2008) p.188

¹⁸ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&DEdisi 19*, (Bandung: Alfabeta, 2018) p.8

¹⁹ Ary Jacobs, and Sorenses, *Introduction to Research in Education 8th edition*, (Cengange Learning, 2014) p.442

several common data collection techniques used, such as; interviews, observation, documentations, field notes, etc²⁰. The researcher used documentation as the data collecting technique because the subject of the research is the the script of the movie itself.

To collecting the data, the Researcher used some steps as follows:

1. Searching and Downloading The Video

As the first step to collecting the data, the Researcher used Raya and the Last Dragon video to observation. The Researcher obtained the movie by download it in <https://www.hotstar.com/id/movies/raya-and-the-last-dragon/1260062999/watch>

2. Downloading The Script

After choosing and downloading the video, the Researcher then downloaded the script on <https://www.scriptslug.com/script/raya-and-the-last-dragon-2021> to identify the apology strategy and social function of apology used in Raya and the Last Dragon movie by Adele Lim and Thai Nguyen.

5. Data Analysis

Qualitative data analysis is the process of examining and interpreting non-numerical data, such as text, interviews, observations, and documents, to gain a deeper understanding of the phenomenon under study. Miles and huberman stated that there are three streams in activity in data analysis²¹, those are;

- a. Data condensation

Condensating the data involves summarizing, focusing on relevant aspects, and identifying patterns and themes. Reduced data provides a clearer picture,

²⁰ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, (Bandung: Alfabeta, 2020) p. 296

²¹ Matthew B miles, a Michael Huberman, Jhony Saldana, *Qualitative Data Analysis (third edition)* (Phoenix: Arizona State University, 2014),79.

making it easier for researchers to collect and search for relevant information. The researcher identifying and classifying the data based on the types of apology strategies showed in *raya* and the *lat dragon* movie script.

b. Data display

Data in this research can be presented in various formats, including tables, graphs, pie cards, and pictograms. Data presentation organizes and arranges relationships for easy understanding. The researcher used a table as a form in displaying of the data.

c. Drawing and verifying conclusions

After reducing and displaying data, the final stage is to draw the conclusions.

6. Trustworthiness of Data

In validating the data, the Researcher used triangulation method to verification of the finding and results. Data triangulation in qualitative research is used to make sure that the research is affluent, robust, comprehensive, and well developed. Data triangulation is also called cross examination because it double or even triples checks the results obtained from the research. This triangulation method used by Researcher to increase the credibility of the data. Creswell also stated that triangulation method is a method to check the validity of the data from various sources in various ways and in the same theme.²²To triangulate the data Miles and Huberman divided the method into four types.²³ They are:

a. Triangulation of The Data Source

The triangulation of data sources can be done by using some data resources with different situation

²² John W. Creswell, *Research Design: Qualitative, quantitative, and mixed methods approach 3rd Edition*, (Sage Publications, 2009) p.191

²³ Matthew B. Miles and A. Michael Huberman, *Qualitative Data Analysis Second Edition*, (United States of America: SAGE, 2014) p.10

and circumstances such as the data that are taken from different people, times, or different places.

b. **Methods Triangulation**

Method triangulation is the use of multiple methods to study a situation or phenomenon to decrease the deficiencies and biases that come from any single method. This type of triangulation is very similar to the mixed method approaches used in social science research, where the result from one method re used to enhance, augment and clarify the result of another.

c. **Investigator Triangulation**

This type of triangulation is using more than one investigator, interviewer, observer, Researcher, or data analyst in a study. The investigator triangulation can be done by engaging some different Researchers to analyse the data.

d. **Theoretical Triangulation**

This is using multiple theories or hypothesis when examining a situation or phenomenon. The idea is to look at a situation/phenomenon from different perspectives, through different lenses, with different questions in mind.

From the definition of the triangulation types above, this research used third and the last type.They are investigator and theory triangulation in validating the data.

J. Systematic of the Research

Chapter I. Introduction This chapter contains the title confirmation, background of the problems, identification and limitation of the problem, formulation of the problem, objectives of the research, significance of the research, relevant research, and also systematic of the research. This introduction is useful for providing initial information to readers about this research and for building a research framework so that readers can understand this research.

Chapter II Frame of Theory This chapter contains the frame of theory used in this research. This is intended to provide an overview to the reader regarding the theories that the Researcher uses as a reference or foundation in this research.

Chapter III Research Method This chapter contains in detail the research method that is used by the Researcher, such as place and time of the research, research design, population and sample, data collecting technique, data analysis, operational definition of variables, research instrument, validity, and also the reliability of the instrument.

Chapter IV Finding and Discussion This chapter contains the finding of the research and also the discussion. In this chapter, research findings are presented and a discussion is provided to further explain the findings of this research.

Chapter V Conclusion and Recommendation This chapter contains a conclusion and recommendation of the research. In this chapter, the research findings are summarized to conclude. After knowing the conclusions of this research, suggestions are given to all parties related to this research.



CHAPTER II FRAME OF THEORY

A. Concept of Pragmatics

Pragmatics is a branch of linguistics that studies the use of language and understanding the meaning that people produce through the language in social context. According to Leech in Trosborg pragmatics concern with the meaning of utterance, in which the meaning depends on the situation where the utterance occurs.²⁴ It means that the field of study assesses how human language is utilized in social intuitive, as well as the relationship between the translator and the translated. Within the setting of down to earth the communication that happen between speaker and listener ought to include and require great translation based on the context and circumstance some time recently and after doing communication. Pragmatic knowledge is knowing how words and utterances can be assigned specific meanings in context and function according to the user's intentions. Pragmatics focuses on inferred meaning perceived by the speaker and listener who use place, manner and time of an utterance to create meaning.

The field of pragmatics involves implicatures, that is things that are communicated although not explicitly expressed. Pragmatics related with communicative competence as the ability to use language effectively in order to achieve a specific purpose and to understand language in context.²⁵ Pragmatics tell about expression of remorse as one of the centers of its ponder as a type of activity in communication and apology's expression has different meaning depend on the setting and circumstance. Hence, to analyze statement of regret techniques is requires to understanding practical as portion consider. In the example if

²⁴ Anna Trosborg, *Pragmatics Across Languages and Cultures*, (New York: Mouton de Gruyter, 2010)

²⁵ James Slotta, *Linguistic of Anthropology: Pragmatic*, (USA: John Wiley and Sons, 2021), p.1

the speaker says “it is very cold in this room” and the listener replies “would you like me to turn off the air conditioner?” “It means that pragmatic competence has been achieved. Because through the speaker’s say the listener understand and know what should she do.

In conclusion, pragmatics plays a crucial role in understanding the apology strategies employed in movies. The usage of context, tone, and non-verbal cues are essential in delivering an effective apology. Pragmatics is a useful tool for the effective communication of emotions and intent in movies and can be a valuable lesson for individuals to learn how to use language in apology strategies in their daily lives. By analyzing the language and communication used in movies when characters apologize, we can better understand how people apologize in real life situations.

B. Speech Act

Speech act is a subfield of pragmatic that studies about how words are utilized not as it were to show data but moreover to carry out the activities or action. It is important to recognizing the speech act being performed within the generation of an utterance because it is informed us what the speaker intends to the speaker with the propositional substance. According to Yule the term of speech act covers action such as requesting, commanding, questioning, and informing.²⁶ It means that speech act is the action by people that really do through their language or discourse act may be a unit of talking and performs distinctive capacities in communication with expectation the communication will be understood from the speaker to hearer. Austin also stated that in uttering a sentence, one might be said to performing actions.²⁷ In other hand speech act has a function make a hearer understand what speaker means. Speech act also

²⁶ George Yule, *The Study of Language sixth edition*, (London: Cambridge University Press, 2019) p.47

²⁷ De Gaynesford, Maximilian, “How Not to Do Things with Words: J. L. Austin on Poetry.” *British Journal of Aesthetics*, 2011. doi:10.1093/aesthj/ayq045

defines as utterances that have a performativity function. They perform the action they describe. The types of speech acts are promising, requesting, ordering, greeting, warning, inviting, and congratulating.²⁸ According to Austin in Levinson divides three kinds of acts. They are locutionary, illocutionary, and perlocutionary act.

A locutionary act is the act of saying something or the words that are uttered or written. Illocutionary act is the speaker's or the writer's intention, and Perlocutionary act is the intended effect. The bringing about of effects on the audience by means of uttering the sentence, such effects being special to the circumstance of utterance. Frank also classification of illocutionary acts. They are:

1. Verdictives is acts that consist of delivering a finding. Acquit, hold (as a matter of law), read something as, etc.
2. Exercitives is the acts of giving a decision for or against a course of action. Appoint, dismiss, order, and sentence.
3. Commissives is the acts whose point is to commit the speaker to a course of action: contract, give one's word, declare one's intentions, etc.
4. Behabitives is expressions of attitudes toward the conduct, fortunes, or attitudes of others : apologize, thank, congratulate, welcome, etc.
5. Expositives is the acts of expounding of views, conducting of arguments, and clarifying: deny, inform, concede and refer.²⁹

The study of the Speech Act theory also helps in understanding the intention behind the words used in movies. The characters in movies often manipulate language to convey different meanings and achieve their goals, which can be better understood through considering the speech act theory. This theory highlights the importance of context and

²⁸*Ibid*

²⁹Liedtke, Frank. W, "Representational Semantics and Illocutionary Acts: In Speech Acts", 2010, *Meaning and Intentions: Critical Approaches to the Philosophy of John R. Searle*, 194–209. De Gruyter. doi:10.1515/9783110859485.194

understanding of the social norms of the community to convey the intended message effectively. The nuances of language usage during conversations add depth to character portrayals and aid in conveying the intended meaning of the dialogue. Through the recognition and analysis of speech acts, viewers can decode the complexities of character motivations and actions, resulting in a more immersive movie watching experience. The ability to understand and employ the speech acts is crucial in effective communication, both in movies and in real-life interactions.

In conclusion, speech act theory is essential in understanding communication. It is a way of classifying language use into different categories, such as requests, promises, and apologies. This theory explains the meaning behind utterances and the intended effects they have on the listener. The study of speech acts has practical implications in daily communication, where people use language intentionally to achieve specific goals. By mastering the various speech acts, individuals can communicate more effectively, avoid misunderstandings, and build better relationships.

C. Apology Strategies

1. The Concept of Apology

Sometime people make a mistake with other people and make someone's hurt. There is some mistake conscious or not. Therefore, apology is one of the ways to realize their mistake. Apology is show someone's regret and hope that person wants to forgive her/him. According to Brown and Levinson an apology is an attempt done by the speaker to make up for a previous action that interferes the hearer's face wants.³⁰ In other hand apology can make up for the mistakes that have been made.

Based on the definition above it can be concluded that apology is a social act as an action or utterance to realize a

³⁰ Pratiwi, dkk., Brown and Levinson's Politeness strategies on Apologizing Expression of "The Princess Diary", *Jurnal Edukasi* Vol.5 No.1 (2018) p. 24

mistake that have been made and aims to restore the relationship.

2. The Apology Strategies

In apologizing someone need to use some strategy so that his/her apology can be received nicely. It can be performed directly such say sorry or indirectly by doing something. There are some strategies for expressing apologies. According to Olsthain and Cohenthere are five strategies in apologizing. They are:

a. An expression of apology

The speaker express they regret to apologize, it can be use word or sentence such “sorry,excuse, or forgive”. Expressing apologize can be used to completed an apologize by using “really” or “very” in the sentence. For the example “I’am really sorry for my false”.

b. Acknowledgment of responsibility

This speaker recognizes his/her fault or regret and say that he is cause of the problem. There is the scale in the part of apologize. The highest level of apologies intensity is the acceptance of the blame such “this is my fault” or “I’am the one to be blame”. And the lower intensity is an expression of self-deficiency such” I didn’t see, Iwas confused”. And still in lower intensity is an expression lack of intent such” I didn’t mean to” and still lower intensity is implicit expression of responsibility such” I’am sure, I had given you the right directions” and the last is the speaker not accept all the blame in which there are refuse of responsibility such” this is because of you” and the speaker blame the hearer.

c. An explanation or account of the situation

The speaker explains his/her situation which cause he make a fault and this situation usually the speaker apologizes indirectly and the explain means to set the things right.

d. An offer of repair

The speakers who apologize make a bid to do something to pay his/her fault or damage. For the example, if someone makes his friend angry he might say "I'm sorry please how can I make it up to you? How about a bar of chocolate?"

e. A promise for aberrance

The speaker makes an appointment to not do the offence and repeat the mistake.

D. Social Function of Apology

The social function of apology related to the specific purposes used by the speaker in apology. Norrickin Torsbog divides five specific social functions of apology. They are Implicating contrition, asking to be forgiven, showing good manner, assuaging the address's wrath, and getting off the hook.³¹

1. Implicating contrition

It is a social function of apology which the speaker apologizes and realizes his/her mistake. This is showing the speaker feelings such sadness and his regret because of the mistake that have been made. When someone apologizes, they are essentially admitting that they have done something wrong and expressing regret for their actions. Implicating contrition is about taking this admission further by showing a sincere willingness to make amends and improve in the future. Implicating contrition is one of the social functions of apology which is the addresser recognizing their mistake. This is intended to convey toward the addressee their sense of remorse and sadness because mistake the addresser make.

2. Asking to be forgiven

The speaker might do a mistake seriously and needs the hearer to forgive her/him and the forgiven is done

³¹ Neal R. Norrick, *Expressive Illocutionary Acts*, "Narratives in Conversation as Pragmemes." In *Perspectives in Pragmatics, Philosophy and Psychology*, 9:149–66. Springer International Publishing. (2016). doi:10.1007/978-3-319-43491-9_9.

when the speaker realize his/her mistake and responsible for it. Asking for forgiveness is important as it allows the person who has been wronged to have the final say in the apology process. It allows them to decide whether or not to accept the apology and move forward. It can also provide closure for both parties and help to restore the damaged relationship to a state of trust and respect.

3. Showing good manner.

Showing good manner used by the speaker to show his/her good behaviour in addition the speaker doesn't want to be negative consider with other people because of his/her mistake. Usually people consider when people make a mistake, they will be negative thinking. Showing good manners in the social function of apology involves expressing sincere regret for any possible harm or offense caused to others, as well as taking responsibility for one's actions. It involves choosing the right words and being willing to make amends or offer restitution if possible. It also involves showing respect for the feelings and perspectives of the person or people who were affected, and being willing to listen and seek understanding. Overall, good manners in apology help to repair relationships and restore trust, and demonstrate a willingness to take responsibility and improve as a person.

4. Assuaging the address's wrath

This is used to minimalize someone's anger when the speaker makes a serious mistake or doing something that make the speaker hurt. Assuaging the addressee's wrath involves acknowledging the emotional impact of the mistake, expressing remorse and empathy, and showing a willingness to make things right. By doing so, the speaker is attempting to soothe the hurt feelings of the person they have wronged and restore the damaged relationship.

5. Getting off the hook

Getting off the hook is used to awkward the situation and restore harmony both of them. Because when the speaker makes a mistake the rigidity is usually happen.

E. Animation Movie

Animation movie is a motion picture or cartoon that made up of an arrangement of somewhat diverse drawing of individuals, creatures, and objects that make them show up to movie.³²

At now, animations consisted of simple drawings photograph one at a time. Literally, it needs hundreds of drawings per minutr of film. In 1913 animations quickly developed to easiet manage.

In this era, animator could make a vomplex background and moving charactets between several pieces of celluloid. It also created an illusion of depth, especially if foreground elements were placed in the frames. One of the kind of classic animator in the early days of cinema is walt disney that still shining until this years.

Animation movie is one of popular movies that can be accepted for everyone either young or adult. Animation movie will make someone who watch it fells more interested because it contains good visual graphic anf some music backsound. In teaching and learning process, animation movie can be used by English teacher to stimulate their students interesting in learning english.

In this modern era animated movie develop into some kinds. It is from traditional animation to 2D animation, 3D, and motion graphics.

1. Traditional animated

This is the oldest kind of animation movie. In this traditional animated the creators need to draw every frame to create the animation sequence.

³² Ruusunen, *Using Movies in EFL Teaching*, (University of Jyuaskla:Ylopisto, 2011)

2. 2D animation

2D animation is creating from image in two dimensional formats and it can also say as traditional form because the animation not much moves.

3. 3D animation

This is common type animation. In this 3D animated movies the animator not use traditional way to move the characters, but the animator use a computer program.

4. Motion graphics

This motion graphic is similar to flipbook but a motion graphic is adjusting physical objects in each frame. In other hand, 3D is become the common type of animated movie which use by a lot of people in create a movie. There are many kind the animation movie which popular, such coco, the incredible, luca, toy story, frozen, and one of them is raya and the last dragon which the writer chose as a title in this research.

F. Raya and the Last Dragon Movie

Raya and the Last Dragon in one of the movies that was produced by Walt Disney Animation Studios. The movie's directors were Don Hall and Carlos Lopez Estrada, and the script was written by Qui Nguyen and Adele Lim. This movie release in March 2021. This is kind of animation movie. This movie is told about the struggle of woman hero namely Raya who is trying to find the last dragon to save a kingdom named Kumandra from the evil Druun. Raya as the main character in this movie as an unyielding nature. This unyielding attitude aims to save her work so that all ways are done to succeed in saving. Raya is an enthusiastic figure, she liked to trust someone without think that people has a negative thinking and bad with her. Namaari as an enemy, she is an antagonist. Namaari in this movie don't want Kumandra kingdom is back. She liked the kingdom broke in some area of power. Raya thought that Namaari is good friend for her, but actually she just pretending to be nice in order her aims achieved with the way to be Raya's friend.

In short, the evil Druun be back and change all the people to the statue. Because the Druun like everyone split. Finally, Namaari realized that all people change to the statue, include her mother. And she helps Raya in save Kumandra from the Druun. As told as in previous chapter, this movie is very interesting. Cultural diversity is show in this movie especially southeast Asia. Indonesia is one of the countries that rich of culture. The characteristic of Indonesia identity in this movie is shown by Raya as the main character in this movie. She used keris as the sword, silat as a style that she used in war. Gamelan music as Indonesian traditional music tool used as a back sound in this movie. Rumah gadang as a traditional house of Padang Indonesia also shown in this movie.



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