

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Pragmatics is the study of language which became popular now. Linguists are aware that the effort to get the essence of language will not give the best result without an understanding of pragmatics. Pragmatics is concerned with how the speaker uses language in context, which cannot be predicted from purely linguistic knowledge, particularly semantics, which deals with the language's internal structure (Griffiths, 2006: 153). Another definition of pragmatics proposed by Yule (1996: 4) stated that the language user leads the scope of pragmatics to the context of the language itself (Cutting, 2002: 1). Therefore, studying language via pragmatics allows people to gain a better understanding. Like an apology within an apology, some strategies help to gain a good understanding.

The apology made by a person who has hurt another person's feelings is crucial in everyday life. It is critical to keep up positive interpersonal interactions. Apologizing is something that must be done by everyone when they have done something wrong to someone else the mistake made by Steve Harvey in announcing the winner of Miss Universe 2015, an apology that he had made the various apologies made Steve Harvey very interesting to watch with his various apology strategies. This means that apology strategies used have an important on the meaning of the apologies uttered in the clarification video about the mistake in announcing miss universe 2015. As explained by Kador (2011: 18), mistakes are inevitable and difficult to avoid, but with an apology delivered at the right time the

expression of apology can relieve hatred and able to heal wounds. According to Trosborg (1995: 60), making an apology is a friendly speaking gesture. The purpose of which is to maintain harmony between the speaker and the listener in society. In daily life, we encounter the concept of an apology. According to Alquraishy (2011: 540), certain apology tactics should be used while making an act of apologizing. It is employed to uphold the bond and at the very least, lessen the offense to the one who was offended. Trosborg (1995: 374) said that a person might express their sorrow directly by saying "apologies," "be sorry," or "excuse." The other person gave a more in-depth justification or accepted the responsibility that subtly or overtly expressed his regret. For instance, the Miss Universe pageant took place at Planet Hollywood Resort and Casino in Las Vegas, United States of America, in 2015. This event was hosted by Steve Harvey, a well-known American presenter. However, during the winner's announcement, Harvey made the big mistake of announcing the wrong winner. Steve Harvey said "I am to apologize" for mispronouncing the winner's name during the winner's announcement at the Miss Universe 2015 event.

Many people at this time express apologies in different ways or strategies. The branch of speech act known as apology strategy studies how language may be used to make things better between speaker and listener. The speaker might express regret in a variety of ways. In general, an apology strategy is a method or approach taken to apologize and repair damaged relationships due to mistakes that have been made. This strategy involves several elements, such as acknowledging mistakes, regrets, and efforts to repair damage or negative impacts that arise. Benoit and Pang (2008: 10) state that the apology strategy involves action aimed at restoring reputation and rebuilding damaged relationships between the individual or organization that made

the mistake and those who feel harmed. Trosborg (1995: 376), suggests that there are 5 apology strategies that are remedial support, opting out, indirect strategy, direct strategy, and evasive strategy. The first of the five tactics is opting out. Opting out of 21 statements, 10 statements are classified as indirect strategy, 13 statements as remedial support, 3 statements as a direct apology, and just one statement as an evasive approach.

Miss Universe 2015 was the 64th Miss Universe pageant that was held at the AXIS at Planet Hollywood in Las Vegas, Nevada, United States on December 20, 2015. It was the first edition of the pageant to be held under the ownership of WME/IMG, which purchased the Miss Organization Universe from Donald Trump on September 14, 2015. This is also the first Miss Universe event to be telecast by Fox and Azteca as the respective pageants' English and Spanish language broadcasters.

Steve Harvey a presenter of the Miss Universe event made a mistake when announcing the winner of the event. Harvey announced Miss Colombia was the winner, when in fact it was Miss Philippines who was the winner. This mistake triggered a negative reaction from the audience, participants, and social media. In a mistake that was made by Steve Harvey, he made various clarifications of apologies to Miss Universe Columbia and the Philippines and all participants and all netizens who watched. In this clarification, Steve Harvey uses several apology strategies. Steve Harvey made an official statement and aired it on social media and television, where he directly apologized to Miss Colombia, Miss Philippines, the audience, and everyone involved in the event. Harvey admits his mistakes and places full responsibility on him self. Based on the accident, Harvey expresses sincere regret for his mistakes and acknowledges that he has caused pain and disappointment to

many people. Harvey promises that he will correct the error by resolving the problem and avoiding similar mistakes in the future. Harvey also made efforts to restore his reputation by showing remorse and returning to his presenting duties in a better way. The mistakes made by Steve Harvey are the basis for the author to analyze the apology strategies used by Steve Harvey in conveying an apology for the mistakes he made at the Miss Universe 2015 announcement based on Trosborg's theory of apology strategy (1995: 376).

1.2 Problem of The Study

This study is undertaken to respond to the formulation of the issue in the following question, which is based on the background research mentioned above:

1. What apology strategy did Steve Harvey employ when he announced Miss Universe 2015 in the video clarification mistake announcement?
2. What dominant apology strategy used by Steve Harvey in video clarification?

1.3 The Objective of the Study

Based on the research problem above, the objective of this study is to find ways to apology strategy of Steve Harvey on several podcasts or television shows. To know what the strategy is more used by Steve Harvey.

1.4 Scope of the Study

The focus of this research is on pragmatics, there are several strategies in speech acts that is declaration, representative, commissives, directives, and expressive. This research focuses on expressive strategies to analyze the apology strategy used by Steve Harvey in announcing Miss Universe 2015, this research uses theory from

Trosborg (1995: 374), to explain what apologetic strategy Steve Harvey used in clarify in apology.

1.5 Significances of the Study

The following were some anticipated uses for the research's findings:

a. Theoretical Significances

This research can be useful for students or every human being where we can find out the use of good and correct apology strategies and this study is anticipated to improve apologetic tactics. Additionally, this research will provide information to other academics who are interested in pursuing this topic further.

b. Practical Significances

1. For students, the study's findings are highly helpful in understanding the many types of apologetic strategies and how to employ them.
2. For teachers, this study helps to know an easier way to teach the strategy of apology.
3. The outcome of this study can be utilized as one of the references and data for additional field research by another researcher.

CHAPTER II LITERATURE REVIEW

2.1 Theoretical Framework

This part discusses the definition of pragmatics, apologies, strategies of apologies, and miss universe 2015.

2.1.1 Pragmatics

The study of language and context meaning is a part of linguistics. Linguists refer to it as pragmatic. Speaking is done by the speaker, and others hearing what they have to say are referred to as listeners or hearers. In the pragmatic, the listener must understand the speaker's words depending on their content as they are said. Therefore, the speaker must explicitly communicate the unspoken meaning to the audience. The term "pragmatic" has been defined by several professionals. First, according to Birner (2013: 13), to understand what someone has said, it is not enough to understand a word's semantics or the way a sentence is put together to understand its syntax. Instead, we need to understand who said what in what context and be able to conclude the speaker's motivation for saying what they did as well as their intention to make us understand.

Carston (2021: 116) states the study of pragmatics focuses on how language is utilized in social settings and how speakers of a language comprehend its enhanced meaning via intricate information processing and interactions with other speakers. Jaszczolt (2021: 171), follows a discipline of study called pragmatics and looks at how speakers use language to convey meaning that goes beyond the literal meaning of words. This involves understanding context, implicature, and conventions of language. Deirdre Wilson (2021:443), states Pragmatics is the study

of how speakers and listeners create meaning by using context to convey the meaning that goes beyond the literal meaning of words. After that Yule (1996: 3), mentions the four definitions of pragmatics: the first one looks at the speaker's meaning, the second one looks at meaning to context, the third one goes beyond the study of the meaning uttered and looks at the meaning communicated or communicated by the speaker, and the fourth one looks at forms of expression about social constraints imposed by distance on the participants in particular conversations. Therefore, a subfield of linguistics known as pragmatics explores how language is utilized in actual communication contexts and how language meaning changes are influenced by social, cultural, and psychological contexts whereas pragmatics includes the use of language in different situations as well as non-literal aspects of language.

There are two types of pragmatics, the first is pragmalinguistic. Pragmalinguistics is the study of the typical circumstances of language usage in communication. Pragmalinguistics may be used in pragmatic studies with linguistic objectives, where we take into account the unique resources a language provides to transmit certain illocutions. Illocutionary is a method of doing the act of speaking. Grammar and pragmatic linguistics have a strong link. The second is sociopragmatic, which is the study of regional conditions or to be more precise regional conditions as they relate to language usage. Sociopragmatic is a pragmatic sociological border, and it can be seen in the local community more precisely, the principle of collaboration and courtesy exists in many cultures in various social contexts and among various social classes. Thus, it is evident how significant the interaction between sociologists and sociopragmatics is.

Additionally, pragmatics is crucial in an apology where an apology involves the use of language that takes into account the social and cultural context, as well as the norms that apply in communication interactions. In pragmatics, several aspects can affect an apology such as situational interests, in a request for sorry situational interests that must be considered include the purpose of the apology, who is giving the apology, as well as the circumstances or conditions in which the apology is made. For example, an apology in public will be different in the use of language with a private apology. Then, contextual interests, the intended context includes cultural influences and norms that apply in communication interactions. In an apology, the use of appropriate language must pay attention to the culture and norms that apply in society, so that the apology can be accepted and considered appropriate by the listener. Listener, as well as the feelings and emotions involved in the apology situation. For example, an apology that is made using polite language and respecting the listener's feelings will be more effective than an apology that only uses formal language.

Finally, pragmatic interests, where pragmatic interests in an apology include using appropriate language. Effective for achieving the goals of apology such as apologizing, showing regret, and improving a connection between the speaker and the listener. To accomplish the goals of an apology and strengthen the bond between speaker and listener, it is crucial to utilize suitable and persuasive wording. Therefore, it is crucial to use pragmatics in an apology to make sure that the listeners will accept it and find it suitable.

Apology is a form of speech act that involves complex pragmatic aspects. Holmes (2013: 9), states that in an apology important pragmatic aspects include using polite language and respecting the listener's feelings, acknowledging mistakes

and regrets, and efforts to improve a connection between the speaker and the listener. Then Goffman (1971: 20) also states that an apology must be seen as a complex social action, involving aspects such as face, self-image, and the relationship between speakers and listeners. Jucker (2009: 290) states that in an apology, important pragmatic aspects include the use of clear and straight forward language, acknowledgment of mistakes and regrets, and efforts to improve a connection between the speaker and the listener.

From the views of the experts above, it can be seen that the pragmatic aspects that support apology include using polite language and respecting the listener's feelings acknowledging mistakes and regrets, and efforts to improve a connection between the speaker and the listener. In an apology, the use of appropriate and effective language is very important to achieve the purpose of the apology and improve the relationship between the speaker and listener. Therefore, the pragmatic aspect of an apology is very important to ensure that the apology can be accepted and considered appropriate by listeners.

2.1 .1.1 Context

A communication's context should always be considered while interpreting it. The same phrase may communicate multiple meanings depending on the context. We cannot assess a communicative goal without understanding the circumstances surrounding the communication. The important role of context in pragmatics is put forward by Wijaya (2009: 4), who states that pragmatics examines context-related meanings, the context must be understood by the partner or speaker during speech so that understanding does not occur and the meaning conveyed can be understood. Based on this, it is something that can not be separated from speech or writing.

One of the things that influence how individuals use language is context. According to Yule (1996: 21), context is only the actual setting in which a term is employed. When a husband and wife are standing in front of the hippopotamus exhibit at the zoo, the phrase "It is a long time since we visited your mother" has a different connotation than when they are saying it in the living room, when it might be seen as a joke. We must understand the context of communication because depending on the context, a given speech may communicate a variety of meanings. Context, in the words of Leech (1983: 13), refers to pertinent facets of the physical or social surroundings of a speech. It also takes into account the listener's interpretation of the speaker's shared words and their context.

Malinowski (Halliday 1985: 6), introduced two categories of context that are situational context and cultural context. While the context of culture relates to the speaker's and the hearer's background cultures, the context of circumstance refers to the setting in which the speech is created. The people, period, social context, and political context can all be seen as parts of the cultural backdrop.

According to (Huang 2007: 13), from a relatively free theory point of view. The context in a broad sense can be interpreted as all the features of seeing or a dynamic environment a unit is in of language it is interchangeably systematic. Three sources can be considered to make up the context that is the physical context, the language context, and the context of general knowledge. Halliday (1992: 6), unifies text and context in discourse analysis because the two cannot be separated. Text cannot be separated from its context. If another text accompanies a text, the other text becomes the context. However, the relationship between the text and its context is not solely due to the connection between the words in the two texts because of the events behind the words, that is the relationship between the entire environment of the two

texts. In another section), also interprets the context of a situation the same as a situation, namely extra-linguistic factors (outside language) that have a certain relationship with the text in question. The context of the situation has three components that are the field, mode, and tenor components. The field component is the whole event where the text functions together with purposive activities so that this component includes the subject matter (topic) as one of its elements. The mode component is the role of the text in speech events, including the form of rhetoric (narrative, didactic, persuasive, fatigue, etc.) and the channel of language (oral or written). The tenor, in contrast, is a sort of role interaction that involves the usage of pertinent social connections, either long-term or transient between the players.

1.2 Speaking

To effectively communicate the meaning of words, speaking is a crucial language acquisition ability. We must speak using good words or language in a good trigger way too. As stated by Douglas Brown in 2014, "Speaking is a process of constructing and sharing meaning through the use of verbal and nonverbal symbols, in various contexts speaking", where speaking can convey the meaning or purpose of what we think either directly or indirectly, such as speaking openly or honestly or using reason. Speaking usually referred to as speaking abilities is the capacity to interact verbally with people. This involves producing sound and organizing words, phrases, and sentences into a message that listeners can understand. Speaking skill is an important component in human communication because it allows individuals to share ideas, interact with others, and build social relationships. In the process of speaking, several aspects need attention:

1.) Pronunciation

This involves the way a person produces and articulates sounds. The ability to pronounce words clearly and according to phonetic rules will help the message conveyed be more easily understood by listeners. The grammatical aspect involves using proper sentence structure, using verbs, adjectives, adverbs, and more. Understanding the rules of grammar and using them correctly will help your message be conveyed more clearly and precisely.

2.) Vocabulary

This includes understanding and using the right words in the right context. Having a wide vocabulary allows one to choose the right and varied words in communication.

3.) Fluency

Fluency means being able to speak without stopping at the right pace and without too much inhibition. Fluency in speaking reflects the ability to express ideas and thoughts in a good flow.

4.) Communicative Reliability

Communicative reliability includes understanding the context of communication being able to adapt to different audiences and using appropriate language in certain communication situations. Communicative reliability also involves understanding facial expressions, body language, and other nonverbal signs used in communication.

To develop speaking skills, it is important to train and practice regularly. Through practice, one can improve pronunciation expand vocabulary, understand and use correct grammar, and develop communicative fluency and reliability.

Engaging in active conversations, participating in discussion groups and seeking feedback from others are also effective ways to improve speaking skills. Good speaking skills provide many benefits, including the ability to communicate, impress, or persuade, and build good relationships with others.

2.1.2 Types of Speech Act

Speech actions are one of the branches of pragmatics, and what is meant by speech acts is there is an action that follows the words when they are said. For instance, when someone says, "Let's eat!" they may also perform the acts mentioned in the speech that serves as a solicitation. According to Searle (2016: 8), speech acts are activities that are carried out using words, such as stating something, issuing an order, warning, making promises, or apologizing. So, speech acts are often related to what we say or whatever comes out of our mouths. Meanwhile, Austin (1995: 52) states the act of speaking is not just expressing information or describing the world, but also has the power to take action or change circumstances in a social context.

Sbisà (2017: 69) states speech acts are a type of social action that is carried out using language and has specific communicative purposes, such as providing information, asking questions, or expressing wishes. These speech acts often occur in the world of work or education where we often use formal and polite language in speaking. Different from the opinion of Schifffrin (2016: 38), speech acts are ways speakers influence the actions of others through the use of language, such as telling, ordering, promising, or mocking. Holmes (2013: 124) says that speech acts are social actions carried out through the use of language and have specific communicative purposes, such as influencing, providing information, or expressing feelings. According to Searle (1969: 54), the act of speaking is not a word symbol,

sentence, or even a symbol of a word symbol, but a unit of linguistic communication. Instead, the creation or utterance of the sign, phrase, or sentence during the speaking act. The illocutionary act, a sort of speech act, is the smallest unit of human communication. These include things like declarations, inquiries, orders, instructions, pledges, and apologies.

Based on the viewpoints of some of the experts mentioned above, it can be inferred that speech acts are social activities that are carried out via the use of language that we speak, such as expressing something, commanding, warning, promising, or apologizing. A list of what Searle (1969: 34–8), views as the fundamental kinds of illocutionary acts is provided. These are the definitions of Searle's categories:

a) Representatives Assertiveness

The verbal actions such as describing, asserting, speculating, demanding, and anticipating express the speakers' beliefs. It also refers to speaking acts like a factual declaration, a report, or a conclusion that depicts worldly conditions or occurrences. This type of discourse, according to Yule (1996: 53), expresses the speaker's beliefs about the situation. For instance, "The earth is flat." You can classify the statement as a claim. The speaker claims that the earth is flat, but in reality, it is not.

b) Directives

This act uses words like "command," "request," "invite," "forbid," and "suggest" to get the listener to do something. According to Leech (1996: 105–107) a direction is a desire to bring about some outcome through the hearer's behavior. According to Yule (1996: 54), speakers utilize to persuade listeners to do anything. They convey the speaker's intentions. For illustration, "Don't touch that!" The instruction to not touch anything is included in the words, which have significance.

c) Commissives

The term is used by the speaker to commit future acts including vowing, promising, giving, threatening, and volunteering. According to Leech (1996: 105–107), the commission binds the speaker to take certain actions in the future. It conveys the speaker's meaning. According to Yule (1996: 54), by utilizing the commission, the speaker makes the world conform to the words. Take the phrase "I'll be back" as an example. In the given instance, the words are meaningful and convey a commitment on the part of the speaker to return to the location. Commissive language refers to expressions that bind the speaker to future acts, either immediately following the utterances or the next time. After speaking, the speaker must carry out certain actions associated with the words. This example; is Steve Harvey's "I promise you to know this woman on that stage next year to be a winner".

d) Expressives

This action, such as apologizing, praising, applauding, lamenting, and regretting, expresses the speaker's feelings. According to Yule (1996: 53), expressive speech acts communicate the speaker's feelings. They are about the speaker's experience and might be triggered by either the speaker or the hearer, like "Congratulations!" The speaker's words to the recipient have a congratulatory intent.

e) Declarations

Declarative speech actions are those, according to Yule (1996: 53), that alter the world by their utterance. Examples include announcing the marriage of two unmarried people and giving a name to an unnamed child. "I now pronounce you husband and wife," for instance. Declaring that the speaker is a priest is the intended message. Speech acts not only have several classifications but also have several

types. According to Huang (2009: 101), various distinct speech actions are related to illocutionary power. Speech actions, however, can stand on their own. Associated with the illocutionary force since it not only refers to itself but also to other elements of the phrase (Searl, 2002: 19). Speech acts may be divided into two categories that are direct speech acts and indirect speech acts, which are described as below:

1) Direct Speech Acts

An expression of the speaker's direct link between the form or structure of speech and the illocutionary act function is called a direct speech act. The classification of the speech act itself, as was described before, is consistent with this sort of speech act. According to Yule (1996: 54), has three sentence structures that is declarative, interrogative, and imperative as well as the three broad communication functions statement, inquiry, and orders/requests. When there is a clear connection between structure and function, it can be said to be a direct speech act.

2) Indirect Speech Acts

As opposed to this, an indirect speech act occurs when a speaker makes an utterance concerning an expression that is a result of an illocutionary act and the form or organization of unrelated expressions that it contains. When a declarative is not used as a statement, an interrogative is not used as a question, and an imperative is not utilized as a command or request, an indirect speech act has occurred. The interrogative form may be referred to as an indirect speech act, according to Griffiths (2006: 149), if the context suggests that it is a reminder or a request. Depending on the speech's context, one utterance can be classified as either a direct speech act or an indirect speech act. Since courteous activities can be carried out by employing indirect speech acts to avoid direct imposition, Brown and Levinson (1987: 313), found a correlation between indirect speech acts and politeness.

2.2 Apologies

Apologies have also been the focus of several studies that have attempted to define them, explain the various ways they may be made, and examine how they are used in various professional contexts. A summary of these concerns will be given in the parts that follow. When someone acknowledges that their actions or words have insulted another person, such as when they have offended someone, neglected their responsibilities, or caused difficulties, they must apologize. A relationship will be ruined. Unintentionally hurting someone else's sentiments can happen in social interactions (Parraningtyas, 2009: 8). From the understanding above, it can be understood that when a violation is committed, apologizing is the way to fix it. If someone makes them feel uncomfortable, violated, or injured, they must apologize. So, according to Leech, who is referenced in Wagner's study, the goal of apologizing is to reestablish the equilibrium between speaker and receiver. Searle (1994: 375), further adds that a debtor's ability to repay a debt affects whether or not they apologize, compensating the victim for the harm done by the breach.

According to Olsthain & Cohen (1983: 206), an apology is given when behavior deviates from societal standards. The responsible party must apologize when their words or actions have caused one or more persons to feel offended. In this situation, the act of apologizing involves both the giving and the receiving parties. Nevertheless, we only witness an apology in action when the offender believes himself to be doing so. The act of apologizing necessitates a gesture or statement meant to "make things right." The significant body of literature that already exists is based on the speaking act of apologizing. According to Goffman (1971: 7), an apology serves to alter the potential meaning that may be attached to an action by an exchange of (work) remedies, transforming what may be objectionable into what

might be acceptable. According to Goffman (1971: 52), an apology is a reparation transaction that restores social peace in the wake of actual or imagined misdeeds, or, to use Olshtain and Cohen's terminology, whether the offense was genuine or hypothetical (1983: 20). (Brown and Levinson 1978: 5), Apology is a communicative activity that requires the defense to act with grace, both in plain language and in a more technical sense, paying attention to the recipient face.

According to Goffman (1971: 20), "the offender, the perpetrator, and the victim" all participate in an apology as a kind of exchange and recuperation. Also noted by him is the fact that trading "provides a remedy for violations and restores social balance or harmony"). The definition of an apology given by Holmes (2005:9) is as follows: "a speech act addressed to B's face needs and intended to correct a violation that is A's responsibility and there by restore the balance between A and B(where A is the apologizer or responsible for the offense, and B is the person offended)".

Regarding the idea of the face, Blum Kulka, House, and Kasper (1989: 127) claim that making an apology damages the speaker's good face. Due to the speaker's admission that he has insulted the listener's face, this has happened. Holmes claims that in an oral environment, media adjustments that permit an apology might simultaneously restore the requirement for a good face from the speaker and listener. According to Holmes (2005: 9), under written agreements where the exchange of corrections is postponed, the offending author will supply the components that go along with his apologies to make things right.

Roy Lewicki and Robert Lount (2010: 720), emphasize the importance of admitting genuine mistakes, and this theory emphasizes the importance of admitting mistakes, sincere regrets, and promises not to repeat mistakes. An effective apology must meet three criteria, it must be honest and authentic, it must contain an

explanation of the error, and it must include action to correct the error.

According to Searle (1969: 373), an apology has the effect of paying off the debt owed by the speaker and compensating the hearer, who is the victim of the error and offense, for the harm and suffering caused. Olshtain and Cohen (in Wolfson & Judd, 1983: 20), indicate that the act of apologizing happens when the behavior broke social standards and it needed an action or word that was intended to "set the right" or to return the speaker and hearer to harmony. The concepts given above lead to the conclusion that an apology is fundamentally and principally a social act. It needs a move or statement meant to "set things right". It seeks to mend the connection by accepting responsibility for misconduct.

2.3 Strategies of Apology

We required a plan while performing our apology to maximize its impact. According to Alquraishy (2011: 5), when doing an apologetic act, they should use certain apology techniques. It serves to keep the connection intact and, at the very least, make the offender feel less insulted. Everyone has a different method for apologizing to others. If they apologized to them explicitly by using a verb like "sorry," "apologize," or "pardon," or if they did so inadvertently by providing an explanation or accepting responsibility, the most typical tactic employed by the speaker is an apology. It is a tactic to demonstrate that the speaker is aware of the error and regrets it. These four strategies include expressing remorse, making an apology offered, asking for forgiveness, giving an account of what happened, and accepting responsibility. Brown and Levinson (2010: 101) state the apology plan is an effort to lessen social tension between the wrongdoer and the victim, by admitting mistakes, expressing regret, and showing concern for the loss experienced by the victim. Lazare (2004: 13) states that the apology strategy is a communication process

carried out by the erring person to express regret, accept responsibility for the mistakes made, and offer an apology to the victim. According to Searle and Vandervaken (1985: 14), apologizing is the act of an agent speaker expressing their negative emotions to a patient addressee to soothe them. Four people who apologized were discovered by the researcher; they said things like, "I'm sorry I didn't, I apologize, Mr. Fitra; I'm sorry, I can't; I thought I owed you an apology." In contrast to the notion presented above, all of these statements are made to express sorrow and apologize for the error. It differs from the earlier theory. According to Olshtain and Cohen in Wolfson & Judd (1983: 3), the method entails acknowledging responsibility, expressing self-deficiency, identifying the other person as deserving of an apology, indicating a lack of purpose, offering to make things right, and promising to be patient. When the speaker acknowledges and accepts responsibility for the error, it is referred to as accepting the blame. For instance, "It's my fault", "I know I make a terrible mistake" or "It's my entire mistake". The speaker uses a tone of self-deprecation to justify themselves. To explain the error and offense, she explains. For instance, "I did not see you," "I was not thinking," "I was confused," and "I was not thinking".

It can be done directly by making an explicit apology using a word that expresses regret (excuse, be sorry, apologies, etc.), or it can be done in advertently by accepting responsibility and providing justifications (Trosborg, 1994: 376). The theory of apology that will be covered in this essay is the one developed by Anna Trosborg. According to Trosborg (1995: 376), it is important to prevent similar errors from happening again. According to Trosborg (1995: 373), there are five different types of apologies: evasive, indirect, direct, remedial support, and opting out. The first of the five tactics is opting out. Out of 21 statements, 10 statements are

classified as indirect strategy, 13 statements as remedial support, 3 statements as a direct apology, and just one statement as an evasive approach. Trosborg also refers to another tactic in which the speaker rejects responsibility. Because it does not adhere to the standards of effective apologetic tactics, she refers to it as rejection or opting out. Explicit and tacit denial are the first two kinds that result from the speaker's refusal to acknowledge the necessity of an apology. When the speaker realizes that an apology is necessary, the last three types emerge: providing an explanation, laying blame, or criticizing the complainant. The following provides further information on Trosborg's apologetic hypothesis

2.3.1 Evasive Strategies

Evasive strategies refer to a set of tactics or techniques employed to avoid or evade a particular situation or outcome. These strategies are often used in various contexts, such as business, politics, or personal interactions when individuals or organizations wish to escape or circumvent unfavorable circumstances or consequences. On a personal level, individuals may use evasive strategies to avoid confrontations or unwanted situations. This can include avoiding direct communication, making excuses, or deflecting responsibility to evade difficult conversations or personal obligations. Overall, evasive strategies involve actively trying to elude or escape unfavorable circumstances, often by employing tactics that obscure the true intent or actions of the individual or organization. However, it is important to note that while evasive strategies may provide short-term benefits, they can also have negative long-term consequences, such as damage to reputation, loss of trust, or legal repercussions, among others.

2.3.1.1 Minimizing Degree of Offence

This tactic is comparable to that of careless offenders. However, the speaker does not downplay his accountability in this tactic. This tactic falls into three groups below:

- a. Minimizing to downplay the severity of the violation, the apologizer claims that it is not a major issue.
- b. Questioning the precondition in this tactic, the apologizer frequently expresses uncertainty over something, regardless of its correctness. It also serves to address the complaint.
- c. Passing the blame alternatively, with this tactic, the apologizer reassures that a third party or other person is also to blame for the error. It is not a good idea to point the finger at others here. Here, the complained does not admit responsibility and the complainer just is the third party.

Example:

- "This was a genuine human error. I regret it.
- "I sincerely apologize to Miss Colombia and Miss Philippines for my enormous error. I'm miserable.
- "It was an honest mistake, and the only thing I could do was, when I got that and started reading that card, I just turned back around and tried to fix it."

2.3.1 Indirect Apologies

Indirect apology refers to a form of expressing remorse or regret without directly acknowledging responsibility or explicitly admitting fault for a particular action or situation. It is a way of apologizing that may involve using language,

expressing sympathy or empathy, or offering condolences, without explicitly accepting blame or taking full responsibility for the wrong doing.

Indirect apologies are often employed in situations where individuals or organizations want to show some form of remorse or acknowledge the negative impact caused by their actions, but they may be reluctant to admit full culpability. This approach allows them to express regret without explicitly accepting fault, thus potentially minimizing legal liability, preserving reputation, or avoiding further consequences, among others. Indirect apologies are often employed in situations where individuals or organizations want to show some form of remorse or acknowledge the negative impact caused by their actions, but they may be reluctant to admit full culpability. This approach allows them to express regret without explicitly accepting fault, thus potentially minimizing legal liability, preserving reputation, or avoiding further consequences, among others.

2.3.1.1 Acknowledging Responsibility

Speakers may make an explicit or tacit claim of accountability for their deeds. Speakers frequently place additional responsibility on them selves. The goal of this tactic is to assist the hearer. In this technique, the apologizer decides to accept responsibility, both verbally and implicitly, and does so by varying the intensity of their blame (from low to high).

- a. Implicit recognizance: When the apologizer indirectly blames them selves for the wrong doings they have committed, they utilize this phrase.
- b. Unambiguous acknowledgment: The person who is apologizing uses it when they have admitted their error.
- c. A lack of intent statement: The person who apologized said he had no desire to hurt or insult anyone.

- d. Affirmation of one's inadequacy: It happens when the hearer perceives the apologizer's absence of self in the situation.
- e. Statement of embarrassment: In this technique, the person apologizes for experiencing guilt over what he did to the recipient.
- f. Open acceptance of responsibility: With this tactic, the apologizer is accepted when the complainant places the blame on them.

2.3.1.2 Explanation or Account

By explaining the issue to the person who has been offended by him or her, the apologizer attempts to minimize the error of the guilty party. It is separated into two categories:

- a. Implied justification implicitly: The apologizer is explaining to the receiver.
- b. Explicit justification: When the apologizer directly explains anything to the hearer, it is employed. It may be broken down into the following six sub- strategies, including implicitly accepting responsibility.

Example:

- 2.2 I see what you're saying; perhaps I shouldn't have done it;
- 2.3 Admission of guilt; statement of regret (e.g., "it is a trouble, it's exactly");
- 2.4 A sign of weakness in oneself, such as "I want to take responsibility for this, but I made a mistake.";
- 2.5 A clear admission of guilt (e.g., "I can show you write here that Colombia is the first runner-up").

2.3.2 Direct Apology

A direct apology refers to a straightforward and sincere expression of remorse, regret, or acknowledgment of responsibility for one's actions or words. It involves explicitly accepting fault, admitting wrong doing, and expressing genuine remorse for any harm, hurt, or inconvenience caused to others. In a direct apology, individuals or organizations take full ownership of their actions and acknowledge the negative impact they have had on others. It typically involves using clear and specific language to express regret and offer a sincere apology without making excuses or deflecting blame. A direct apology can be an important step in repairing relationships, resolving conflicts, and rebuilding trust. It demonstrates a willingness to be accountable for one's actions and shows respect for the feelings and well-being of others. By acknowledging and accepting responsibility, a direct apology acknowledges the harm caused and opens the door to potential reconciliation. A direct apology may include elements such as expressing regret, acknowledging specific actions or words that caused harm, taking responsibility for the consequences, offering an explanation (if appropriate), and expressing a commitment to change or make amends, among others.

2.3.2.1 Expression of Apology

The act of apologizing is a component of the apologetic method employed by the apologizer to clearly or directly communicate his apology. A person making an apology has the option to do so explicitly.

2.3.2.2 Offer of Apology

Offer of apology refers to the act of extending or presenting an apology to someone who has been harmed, hurt, or affected by one's actions, words, or behavior. It is an admission of guilt for the offense and a statement of sorrow and

offer apology typically involves expressing genuine remorse, accepting fault or accountability, and demonstrating a sincere intention to make amends or rectify the situation. It may include specific statements or gestures that convey a sense of understanding and empathy for the impact caused to the individual or group.

2.3.3.3. Request for Forgiveness

Request for forgiveness refers to the act of humbly and sincerely asking someone to grant forgiveness for one's actions, words, or behavior that have caused harm, hurt, or offense. It is an expression of remorse and a genuine desire to be pardoned or reconciled with the person who has been affected. When the one who apologizes anticipates the hearer's forgiveness, it has happened.

Example:

2.6 an expression of regret (e.g. "I have to apologize");

2.7 an offer of apology (e.g. "I apologize for the mistake");

2.8 and apologies (e.g. Forgive me. I'm so sorry about the mistake.)

2.3.3 Remedial Support

Remedial support refers to decisive steps or actions taken to improve a situation or restore a relationship after making a mistake or causing harm to someone else. This involves making a real effort to overcome the negative impact of an unfortunate action or word and providing relevant support or appreciation, among others.

2.3.3.1 Comforting the Hearer by Expressing Concern for Them

The speaker could show that he is paying attention. The apologist expresses sympathy for the complaint maker's situation in ways like providing repair. This tactic involves the apologizer offering to "repair" any harm they have caused. It is

divided into three categories, including promise forbearance, compensation, and repair:

- a. Restoring: This tactic is employed when the apology provided by the offender may be taken literally or as a promise to cover all harm;
- b. Reimbursement: When the apologizer's error cannot be rectified, compensation is utilized, and the apologizer provides the complainer a "compensatory" activity or "tribute" in exchange;
- c. The forbearance promise: In this tactic, the offender commits never commits the crime or makes the same errors again. The use of the performative verb "promise" can identify it.

For example:

- I do not want to take away from this amazing night and pageant as well as the wonderful contestants they were all amazing;
- So you know, I came back out, I would make a mistake, I did not read the card in rehearsal? Do you know? Nobody knew who'd won in rehearsal, so I would not back out, I made a mistake;

2.3.4 Opting Out

When someone apologizes but does not accept blame because they do not feel sorry, they employ this tactic. There are five different types of opting out, including:

- a. An outright denial of guilt: Is used when the person apologizes for outright disputes that an incident occurred or that they should be held accountable;
- b. Implied refusal to accept responsibility: By employing this technique, the

offender essentially rejects responsibility for the offense;

- c. Justification: In this tactic, the apologizer makes reasons to convince the other person that they are not to blame;
- d. Blaming another person: In this case, the apologizer uses blame to try to escape accountability. The conversation's example of blaming another person;
- e. Attacking the complainant: When the apologizer feels unable to defend her self, he or she assaults the complainer, for example:
 - There is no training, I was at rehearsal, I made a mistake;
 - This is not about training, nobody's trained;

The points above are the characteristics of choosing to leave. These five points provide an explanation of what the opting out strategy is. These five points are used in this research as determinants and help in determining whether Steve Harvey uses an opting out strategy or not.

2.4 The Ways of Expressing Apology

Both direct and indirect apologies are valid methods for speakers to convey their regret (Trosborg, 1995: 376). According to Searle (1980: .226), in indirect speech acts, the speaker communicates to the hearer more than he actually says by way of relying on their mutually shared background information, both linguistic and non-linguistic together with the general powers of rationality and inference on the part of the hearer. Zulkarnaen (2017: 6) states a direct request for mercy, either by verbal sound pressure, such as the word 'mercy pity', or non-verbal, such as by 'shaking hands', such as a request for expressions of mercy by the sentence of the speaker. Aaron Lazare (2005: 6) states indirect apologies can be made by taking actions or actions that show regret for the actions or mistakes committed, such as providing

assistance or support to the victim. The verbs "apologize", "sorry", "forgive", "sorry", "mistake", and "sorry" are all direct apologies. Sayings like "I am sorry for leaving you" or "I'm sorry this happened" are two examples. The term "indirect apology" refers to an inferred apology or an apology that substitutes words and phrases for the verb "to apologize," such as "to take responsibility" or "to offer repairs," in place of the verb will cover the washing costs," or "That will not happen again".

A direct apology is an apology made directly by the party who made a mistake by admitting the mistake he had made without using the intercession of a third party. This is done to improve the relationship between the perpetrator and the victim and to show a sense of responsibility for the actions taken. Roy Lewicki, Bruce Barry, and David M. Saunders (2010: 16) state that a direct apology is an apology that is said directly by the perpetrator to the victim, by mistakes or inappropriate actions that have been committed. According to Worthy and Fiske (2016: 1274), a direct apology is an apology that is said directly to the victim, by admitting mistakes that have been made and expressing regret for the action aside from it. According to Amiot and Ryder (2018: 141), a direct apology is an apology uttered honestly and sincerely by the perpetrator to the victim, by expressing regret for the actions or mistakes that have been committed and promising not to return them in the future. Direct is an apology that is done directly and is done sincerely to acknowledge mistakes that have been made and regret the mistakes that have been made.

In American culture, two strategies are often used in everyday life, that is the indirect apology strategy and the direct apology strategy, and this strategy is used by all people, both men and women, based on previous research. In the context of apologizing, American women are more likely to apologize than men. According to

Degh, Linda (1969: 97) the discipline that deals with American folk cultures, however, must distinguish between two categories in life and adjust to an already established framework and urban types of culture. The assumption that Americans frequently try to present the humorous side of the situation in their apology because they are trying to make others feel better is supported by the fact that Americans are also more likely to admit mistakes, blame themselves, and embarrass themselves. Additionally, Americans frequently include narratives or explanations in their apologies. A complex speech act like an apology is made up of a series of regular patterns or typical formulaic expressions used by native speakers of that language, as described in *Expressions of Apology in the American and Filipino Publics Statement of Apology*. The language contains certain phrases that, more than anything else, are utilized to convey an oral apology (Center for Advanced).

Research on Language Acquisition. For instance, "I'm sorry..." is more frequently used in written than spoken language in American English. Anytime the apologizer feels the need to do so, he might increase the intensity of his apologies. To create this intensity, words like "really" or "very" are frequently added, as in the sentence "I'm sorry." Therefore, an apology will always be accompanied by certain expressions or word choices, regardless of the cause being expressed. It is possible to infer the prevalence of the common phrase "sorry" from how American Filipino television presenters and television presenters express their regret. Even though "sorry" is a frequent English language for an apology, the topic, and the featured word both use it to indicate how sorry they were for the individuals they trusted. According to Brown and Levinson (1987: 24), offering an apology is a face-threatening act that calls for the speaker to take ownership of certain actions (or lack thereof) that the listener may suffer as a result.

Being connected to the society in which they were raised, the apology trick people often use to make their public apologies is noteworthy and deserves further study. According to Bardovi-Harlig (2001: 188), studies addressing the differences between native speakers and non-native speakers of the target language have dominated the research literature in pragmatics. This makes sense given that native speakers of a language have traditionally been seen as the pragmatic and ideal source of knowledge. Thus, saying sorry is a speech act where native speakers like Americans and native speakers outside of the global English language community. The public statements of apologies made by American and Filipino TV presenters led to comparisons in their apologetic strategies. It can be shown that not all types of apology strategies are in coding schemes based on a well-demonstrated apology plan declaration of public apologies by American TV host Steve Harvey. Expressing remorse and apologies for the harm caused by the host to the two Miss Universe 2015 competitors, who were both in attendance, in a statement of apology. This demonstrates the host admission of his error in crowning the incorrect Miss Universe on the pageant's coronation night. This might be supported by news reports from the United States, where Harvey, on his self-titled talk show, sadly apologized to Miss Colombia, Ariadna Gutierrez, one of the 2015 Miss Universe finalists.

The exact aim for which the speaker uses an apology is referred to as the social function of the apology. According to Norrick (1978: 96), speakers utilize apologies for five different social roles. These include expressing regret, pleading for forgiveness, being morally upright, assuaging the recipient's rage, and letting go. When the speaker acknowledges his error, the apology's social role is to suggest that he has contributed to the situation. This is intended to convey to listeners feelings of

sorrow and sadness related to errors. When a speaker acknowledges an error or transgression, he or she will ask for forgiveness from the audience. The audience may need to pardon the speaker for a significant error or transgression. When someone wants to avoid being perceived negatively by others, they employ manners to demonstrate excellent conduct or attitude regarding mistakes. This is grounded on the idea that mistakes are typically seen unfavorably by others. Speakers apologize to lessen the stiffness that typically develops between them and their listeners once an error has been made. It is employed to escape uncomfortable circumstances and bring the two parties back together. So, it can be concluded that the social function of an apology is to repair social relations whereas an apology can help repair damaged social relations due to actions or mistakes committed. By admitting mistakes and expressing regret honestly and sincerely, perpetrators can show a sense of responsibility and a desire to improve the relationship, then can build trust and openness.

Apologies can help build trust between individuals or groups involved in conflict with mistakes and expressing regret sincerely, apologies can show openness and honesty in interacting with others and avoid conflicts and social tensions. With guilt and expressing remorse honestly and sincerely the reduce can pain or tension felt by the victim or those affected by the act. So, an apology is a way to improve relationships with people who have been hurt by mistakes or express egret so as to reduce pain and provide peace for those affected.

2.5 Steve Harvey's

In Welch, West Virginia, in the United States, on January 17, 1957, Broderick Stephen or "Steve" Harvey was born. He is the son of coal miner Jesse Harvey and his wife Eloise Vera. Steve Harvey is an American author, comedian,

television host, radio host, Miss Universe, and actor. He serves as the host of “Family Feud”, “Steve Harvey (talk show)”, and “The Steve Harvey Morning Show: “Act Like a Lady, Think Like a Man”, which was released in March 2009, and Straight Talk, No Chaser: How to Find and Keep a Man “are both written by him. The Steve Harvey Show star Harvey previously hosted “Show Time at the Apollo”, and he also had an appearance in the comedy -The Original Kings of Comedy. He has also had jobs as a driver, carpet cleaner, insurance salesman, boxer, and postman. He has won the Daytime Emmy Award three times and the NAACP Image Award several times in different categories. So, Steve Harvey is a television presenter from America, where Steve Harvey is also the host of the 2015 miss universe event.

Table 2.1 Steve Harvey’s work history

years	title	role	note
2000	<i>The Original Kings of Comedy</i>	self	
2003	<i>The Fighting Temptations</i>	Miles the DJ	
2003	<i>Love Don't Cost a Thing</i>	Clarence Johnson	
2004	<i>Johnson Family Vacation</i>	Mack	
2004	<i>You Got Served</i>	Mr. Rad	
2005	<i>Racing Stripes</i>	Buzz the Fly	Voice over
2009	<i>Madea Goes to Jail</i>	self	Cameo appearance
2012	<i>Think Like a Man</i>	self	Cameo appearance; as well as executive producer
1993–2000, 2016–2017	<i>Showtime at the Apollo</i>	host	
1994–1995	<i>Me and the Boys</i>	Steve Tower	19 episodes
1996–2002	<i>The Steve Harvey Show</i>	Steve Hightower	122 episodes; as well as a producer

2001	<i>The Proud Family</i>	the credit card (voice)	episode: "Don't Leave Home Without It"
2002, 2003	<i>Essence Awards</i>	host	
2002	<i>My Wife and Kids</i>	Steve	episodes: "Jay the Artist"
2003	<i>The Parkers</i>	Mr. Barnes	episodes: "The Hold Up"
2003–2005	<i>Steve Harvey's Big Time Challenge</i>	host	also as an executive producer
2004, 2005	<i>BET Comedy Awards</i>	host	
2010	<i>Who Wants To Be a Millionaire</i>	host	5 episodes
2010 – now	<i>Family Feud</i>	host	
2012	<i>Praise the Lord</i>	host	November 30
2012–2017	<i>Steve Harvey</i>	host	also as an executive producer
2013	<i>NAACP Image Awards</i>	host	1 February
2015–now	<i>Celebrity Family Feud</i>	host	also as an executive producer

Source: https://id.m.wikipedia.org/wiki/Steve_Harvey

From the table above, it can be seen that Steve Harvey has become a public figure since 1993 when he started his career as a host, then a few years later he continued his career as a comedian and in the field of film and starred in several films in America. Then, the following year until now he returned to host several TV shows in America and the Miss Universe event around the world.

2.6 Previous Related Study

Priantinik (2016) assesses a pragmatic approach to Steve Harvey's doubts. The goal of this study is to determine what reservations Steve Harvey had when conducting the Miss Universe 2015 pageant event and to provide information about the types of doubts used by Steve Harvey. He conducted research using the theory of Ralph L. Rose, Clark, and Clark and analyzed every word of the utterance. This study employs a qualitative descriptive methodology in which information is gathered verbally or informally. The Miss Universe 2015 video is the information's

source. Then, she analyzes and classifies it into types of doubt preventing Harvey from apologizing based on the theory of Ralph L. Rose, Clark, and Clark), and Clark and Fox (1977:13), to speak, repeat, pause, and extend. The difference with my research is the research studied the apology strategies that prevented Harvey from expressing his apologies for the mistakes he made in the 2015 Miss Universe announcement. And the similarities are the same as analyzing pragmatics so I can use previous research as my reference.

A Pragmatics examination of the apologetic techniques employed by EFL students at IAIN Batusangkar is the research topic for Restu (2022). The researcher draws on Banikalif's (2015) apology theory for the study. Additionally, a descriptive qualitative methodology was applied. When comparing the research, the author will employ Trosborg's (1995: 378), theory of strategic apology, which was also used by Steve Harvey in his video apology for incorrectly announcing the winner of Miss Universe 2015.

The apology techniques utilized by Julia Gillard in her address on forced adoption are examined in Triongko (2015: 14). A qualitative descriptive method is used in this study. The information is obtained from Julis Gillard's speech transcript. Trosborg's idea of an apology is applied to categorize the many sorts of apologies. Additionally, he examined the many types and subtypes of apologetic tactics. The findings revealed that there were five categories and five subcategories, including those strategies of explicitly taking responsibility, explicitly accepting blame, and explicitly expressing embarrassment, which is reflected in the category of explicitly taking responsibility; expressing regret, and offering an apology.

The difference with this research use is to analyze the pragmatic apology strategy used by Steve Harvey in every request made by Steve Harvey for his

mistake upon announcing the 2015 Miss Universe winner. The data is taken from the video of the apology made by Steve Harvey. In classifying the types of apologies, Trosborg's theory of apology is used and equality is analyzed in the data using a qualitative descriptive method. The research used Trosborg's theory (1995: 34), and previous researchers also explained the apology strategy contained in the Trosborg theory in this research is used to answer problems in this research.

2.7 Theoretical Framework

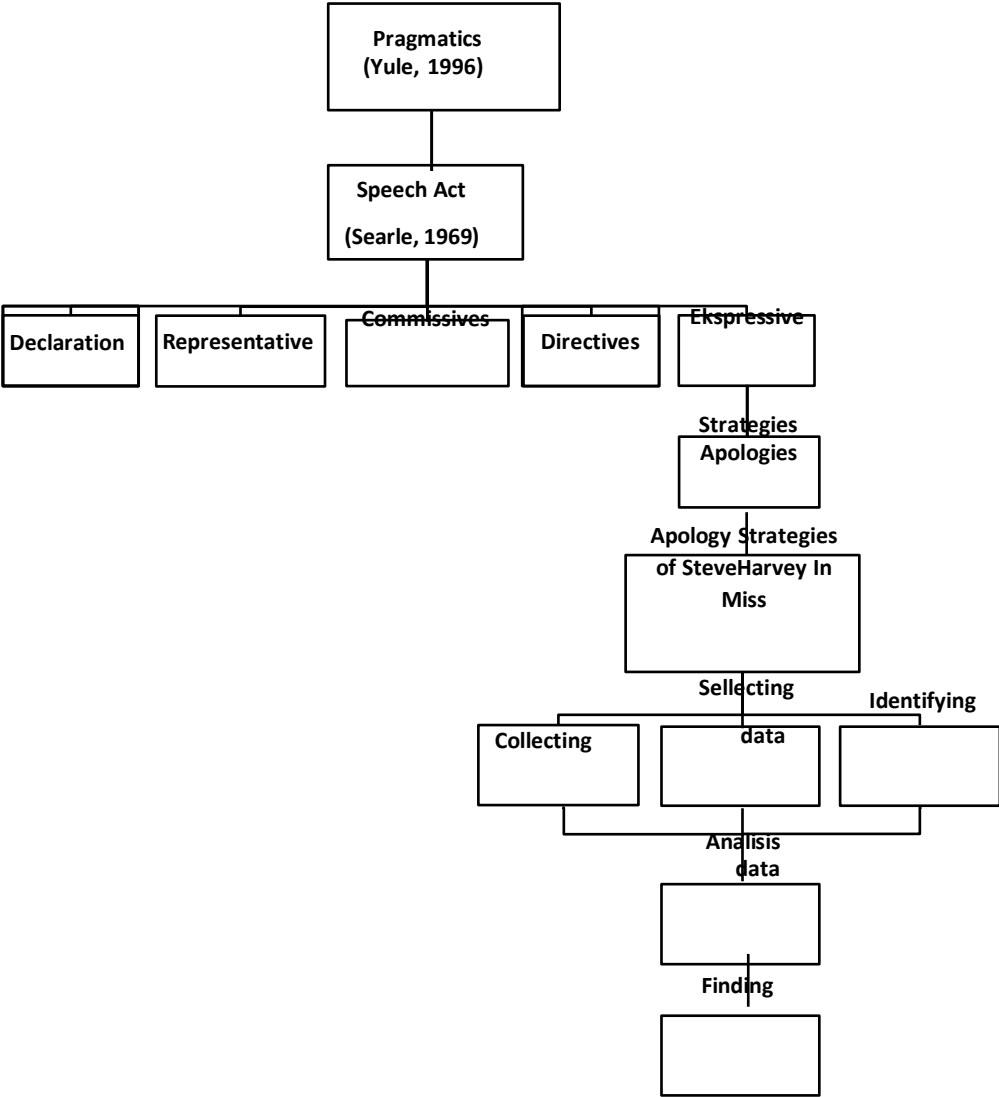


Figure 2.1 Conceptual Framework in the research entitled” a pragmatic analysis on apology strategies used Steve Harvey in announcing miss universe 2015”

Based on the scheme above, this study aims to find and analyze the use of the apology strategy used by Steve Harvey in his apology clarification video. Because the focus of this research is the application of character politeness strategies, it is clear that this is related to the use of language. In other words, the importance of circumstances writer must understand in context (pragmatics). In this study pragmatic theory Yule (1996: 4) is used as the reference. The first research problem formulation "What type of strategy did Steve Harvey do?" will be solved by creating a strategy of Searle's (1969: 34) politeness theory. There are five strategies that is declaration strategy, representation, commission, directive, and expressive. The researcher chose one of the five strategies is chosen, that is expressive to examine deeper the statements made in the clarification video, such as expressive meaning according to Searle "These actions are like apologizing, praising, applauding, lamenting, and regretting, expressing the speaker's feelings". From expressive here the keywords of apology related to Steve Harvey's apology strategy at Miss Universe 2015.

Therefore, this section contains all the necessary and relevant theories for this research. One theory, in particular, Trosborg's (1995: 374) apology strategy used to analyze the apology strategy used by Steve Harvey in his clarification video about his mistake in announcing the winner of Miss Universe 2015.

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design

According to Gay et al. (2012: 4), descriptive research entails gathering data to address the question regarding the current status of a study object. This research would identify how Steve Harvey apologizing and what apologizing strategies used in announcing the winner miss universe 2015.

This study focuses on Steve Harvey's apologizing techniques in several of his explanation videos. What tactics Steve Harvey employed in his video explanation of the error in the announcement of Miss Universe 2015 is the study's main issue.

3.2 Subject and Object Research

3.2.1. Subject research

The focus of this study is strategy that is what the strategy used Steve Harvey and the statement he made in the clarification video for the Miss Universe 2015 winner's announcement mistakes will be examined.

3.2.2. Object Research

The topic of this study is apologies, and the researcher attention is on Steve Harvey's apologies in his clarifying video.

3.3 Technique of Data Collection

The following step is to select the data-gathering method to use data collection techniques the method by which writers collect data in their studies. In this research, there are several techniques in the data, they are: searching the video Steve Harvey clarification video about mistakes made in the miss universe 2015 announcement, watching the video, and taking note of a word that Steve Harvey said.

3.3.1. Searching the video clarification, Steve Harvey

The method used to obtain data in this study is by looking for a video explaining Steve Harvey's clarification in one of the applications, that is YouTube.

3.3.2. Watching the video

In this case, the writer will pay attention will be paid to all the activities that are displayed in the clarification video. In this step, the first is to watch the video three times or more to understand every word spoken by Steve Harvey. While watching the video, subtitles are also read, which can help to easily understand what Steve Harvey said and synchronize the results heard with the subtitles.

3.3.3. Taking a note

In the document, the qualitative researcher should take note to write down part that needs analysis. In this case every sentence that contains deixis will be written. Apart from that, to make the note more reliable, synchronization is also done here suitable.

3.4 The Technique of Analyzing Data

In this study, used Trosborg's theory is used to examine the data to better understand them. According to Trosborg (2012: 61), there are three stages to take while analyzing the data to apply other strategic procedures:

1) Data Source

The initial phase in this study's analysis of the data is data reduction. The study's results

take the form of a video taped chat between Steve Harvey and a participant. In this stage, the first step is to watch the video carefully, the second paid attention while listening, and double-checked the information by reading the subtitles to comprehend the discussion of Trosborg's thesis. Then, the third chooses a sentence from the film which illustrates how the apologetic tactic is used. Continuing reading a summary can make it easier for the writer to examine the data and proceed to the following steps. The last step is to note the apology theory and strategy contained in Steve Harvey's clarification apology video which was also carried out.

3.5 Conclusion and Verification

The final stage in the analysis of this research data is when all data has been analyzed to conclude that the data collection method, even when researchers claim they are inductive:

- a. Rewatching the clarification video to Steve Harvey about the miss universe 2015 announcement error made by the writer.
- b. Collecting data from subtitled videos, then selecting, pointing, and concentrating on information related to the research problem formulation, especially how Steve Harvey's tactics to apologize in the video clarify it.
- c. After that, determining the dominant of strategies apology by calculating data.
- d. After displaying the data, conclude the research result.

3.6 Data Validity

To assess the authenticity of the data, the legitimacy of the data must be employed and verified. This study will employ a triangulation approach will examine the accuracy of the data. Data triangulation, according to Wijaya (2018: 120–121), is a method of verifying data from many sources in diverse ways and at various periods. It evaluates the sufficiency of data by the convergence of several data sources or various methods of data collecting. In

Hales, Norman Denzim (2009: 149) categorizes triangulation into 4 categories, including:

3.6.1 Triangulation of data

The utilization of diverse data or information, such as time, geography, and people, in research, is referred to as data triangulation. The act of double-check in and comparing information received from several sources is known as data triangulation. Contrast the information from the interviews and observations to obtain the data. Additionally, Olsen (2004: 3) notes that triangulation of data that may be interpreted in social science is frequently seen to aid in the validation. This research also uses data triangulation in which the method of validating data uses various sources, that is journals, books, and also videos related to Steve Harvey's apology strategy, to obtain a comprehensive understanding of this research.

3.6.2 Time Triangulation

Time triangulation refers to using time to get more reliable data. In this research ensure the accuracy of the information must be ensured to make a lot of observations.

3.6.3 Theory Triangulation

Theory triangulation is the process of combining two or more ideas to better understand a situation or phenomenon. To give more comprehensive data, some of the theory that underpins both methods of data collecting and analysis has to be strengthened. For the example in the research that is:

- Research questions: Factors causing the many types of apologies.
- Research results: Apologies for what Steve Harvey did.
- Trosborg (1995: 376) suggests that there are 5 apology strategies that is, remedial support, opting out, indirect strategy, direct strategy, and evasive strategy. The first of the five tactics is opting out. Out of 21 statements, 10 statements are classified as indirect strategy, 13 statements as remedial support, 3 statements as a direct apology, and just one statement as an evasive approach. Ajimer (1996: 55), classifies apologies in speech discourse into

two main groups, that is anticipatory apologies (apologies before carrying out uncomfortable behavior) and retrospective apologies appearing after making inconveniences). So, the results of the validity of the research were taken from the results of the comparison of theories according to the experts above.

3.6.4 Methodological Triangulation

Methodological triangulation is related to efforts to check data or data results. The goal is to act out situations and phenomena using several methods. Methodological triangulation is similar to the mixed methods approach utilized in social scientific research when the findings of one approach are refined, contested, and made clearer by the findings of another. Related to checking data triangulation means a technique for checking the validity of data that is carried out by utilizing other things or data for checking or comparison of data (Moleong, 2001: 178), in this study triangulation data because triangulation data will be used help the writer in the process of rechecking and comparing information and helpful in validating. Meanwhile, theory triangulation is used to collect and analyze the data that need to be created more completely to give more comprehensive data.