

**APOLOGIZING ACTS IN THE FILM ENTITLED
“PRETTY WOMAN”
(A SOCIO-PRAGMATICS APPROACH)**



Thesis

**Submitted as a Partial Fulfillment For Requirements
For The Sarjana Sastra Degree in English Department**

By

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Stated truthfully that the thesis entitled *Apologizing Acts in the Film Entitled "Pretty Woman"* is originally made by the researcher. Thus, it is not a plagiarism or made by other people.

If this pronouncement is proved incorrect in the future, the researcher is ready to take the responsibility.

Surakarta, May 2009

The Researcher

Dian Permata Sari

MOTTOS

Struggle life with love, dreams and efforts

to reach our own future

(Writer)

Allah will grant requests from those who ask him

(The Holy Qur'an)

DEDICATION

This Thesis is dedicated to:

- *The Al-Mighty, Allah SWT*
- *My Beloved Mummy and Daddy*
- *My Dearest Brother, Ponang*
- *My Wonderful Beib, Mz. Sigit*

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I realize that this thesis is far from being perfect. Therefore, comments and suggestions are welcome. I really hope that this thesis will be useful for everyone who reads it.

Surakarta, May 2009

The Researcher

Dian Permata Sari

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ABSTRACT

DIAN PERMATA SARI. C 1306517. 2009. Apologizing Acts in the Film Entitled “Pretty Woman” (A Socio-Pragmatics Approach). Thesis. English Department, Faculty of Letters and Fine Arts, Sebelas Maret University.

The research is based on Socio-Pragmatics study. The aims of the research are to find out the types of apology strategy, to find out the factors which determine the choice of strategy of apology and the function of apologizing acts in describing the relationship between the characters in the film entitled “Pretty Woman “.

This research employs descriptive qualitative method. The data are taken from the scripts and the dialogs in the film entitled “Pretty Woman” that contain apologizing acts used by the characters. The sampling technique applied in this research is purposive sampling technique.

In classifying the types of apology strategy, the researcher uses Trosborg’s classification of strategy of apologizing. She also analyzes the factors which determine the choice of apology applied Fraser’s Theory and the function of apologizing acts in describing the relationship between the characters in the film entitled Pretty Woman.

The result of the research shows that there are seven types of apology strategy in the film, namely expression of regret, offer of apology, expression of self deficiency, request for forgiveness, implicit explanation, explicit explanation and expression of lack of intent.

The factors which determine the choice of apology are the nature of infraction, the severity of the infraction, the situation in which the infraction occurred, the relative familiarity between the interacts interacts and the sex between the interacts. The nature of infraction is applied when the offender has insulted the offended. The severity of the infraction is used by the offender when he does a serious mistake like decreasing someone’s status or mocking someone’s feeling. The situation in which the infraction occurred relates to the formality situation in which the offense takes place. Most characters use this factor when they are in the informal situation and they have different status whether in the higher status or the lower status. While the relative familiarity between the interacts is applied by the offender when he has romance relationship or friendship with the offended. Meanwhile, the offender will use the sex between the interacts as the factor when he breaks the social norm toward the offended. The situation in which the infraction occurred influences more to the choice of strategy of apology in the film than other factors. The offender uses this factor in the formal situation.

The function also influences the use of apologizing acts in describing the relationship of the characters. Maintaining the harmony between the characters, restoring interactional balance with the offended, reducing the strained situation and reducing or preventing the offended’s anger are the functions of apology acts related to the relationship of the characters. Maintaining the harmony between the characters is to maintain the relationship between the offender and the offended.

While, restoring interactional balance with the offended is to repair the mistake of the offender. Reducing strained situation is the function of apologizing acts to make the condition between the characters better than the previous. Meanwhile, reducing or preventing the offended's anger is to decrease the anger of the offended. Most of the characters choose to use maintaining the harmony as the reason in using apologizing acts.

Hopefully, this research will be useful for future researchers who are interested in studying apologizing acts and they can analyze it from a different point of view and from other data source such as drama and novel.

CHAPTER I

INTRODUCTION

A. Research Background

Human interact with the other through communication in their daily life. Through communication, they talk and share their opinion, idea and thought. It can be depicted through acts that cover knowledge and experiences, give advice and commands, and ask questions. These acts may take many forms in the various manners of communication like using auditory ways such as speaking, singing and sometimes tone of voice, and nonverbal , physical means, such as body language, sign language , paralanguage, touch, eyecontact or using written medium such as newspapers, magazines and books.

Communication is the process of transferring information from a sender to a receiver with the use of a medium which is understood by both the senders and the receivers (www.wikipedia.com). In the process of communication, there are speakers and hearers. The speakers talk to the hearers with certain purposes while the hearers try to understand what the speakers's goal. The communication will be successful if there is a media to support this activity. The media can be verbal like using language or nonverbal like using body language or mass media. Both verbal and non verbal communication transmits a thought provoking ideas, gestures, actions, etc.

Talking about communication, we will relate this with language. People communicate with the others through language in their society. Language is one

of the most essential elements in our life as the means of communication which connects people from different backgrounds, different nations and different cultures.

A language is a syntactically organized system of signals, such as voice sounds, intonations or pitch, gestures or written symbols which communicate thoughts or feelings (www.wikipedia.com). It means that language is as a means of communication which contains signals system like voice, sounds and gestures or written symbol like books, magazine or leaflets. They are as the result of mind, thought or feeling that are delivered in the form of language. When people say something through language, they send their messages and information from their feeling or thought to communicate in their society.

In the other side, Searle states that the unit of linguistic communication is not, as has generally been supposed, the symbol, word or sentence, or even the token (roughly: the occurrence) of the symbols, words or sentences, but rather the production or issuance of the symbol or word or sentence in the performance of the speech act (1969: 16). It means that language not only contains of letters, words and sentences but also has meaningful function as the major instrument of communication which expresses the human's ideas, feelings, knowledge, skills and attitudes by doing something. When people say something, they transfer their ideas or information through word, sentence or symbol like using language and at the same time they perform something as the effect of their communication. Besides, language is also used to deliver messages and to share the information. That is why language has an important role in our lives.

According to Trudgill, language is not simply a means of communicating information about the weather or any other subject. It is also a very important means of establishing and maintaining relationship with other people. It means that in communicating with the others, people deliver messages or information in their community. Through communication, they maintain the relationship and connection among family, friends, coworkers and social. If the communication runs well, the process of maintaining the relationship and connection will be successful. In the other side, the communication which does not run well can break the relationship and connection among others. Language can be used to make expressions, greet the others, give opinions, make compliments, make apologizing etc or language may also be used to hurt the others such as to express dislike, teasing, accusing others etc.

While people communicate with the others, they not only say utterances but also perform acts like gestures, mimics, attitudes or symbol. When people interact to each others, communication not only contains of grammatical structures and words but also needs an action in delivering utterances. It is like when we ask someone to do something, he not only answers our command but also performs an act as the respond of our command whether he agrees or not. This activity usually called as speech acts.

A speech act is a functional unit in communication. According to Austin's theory of speech acts (1962), utterances have three kinds of meaning. The first kind is the propositional or locutionary meaning, namely, the literal meaning of utterance. Locutionary meaning can be explained as the actual word uttered. It is

derived from the understanding of some general knowledge. It is like when a person says something to the others, these utterances are called locutionary meaning. The second kind of meaning is illocutionary, namely, the social function that the utterance or written text has. It is the force or intention behind the words. It is derived from the speaker's perspective. The locutionary meaning can be stated as the meaning of what speaker has said. The last is perlocutionary meaning, that is the result or effect that is produced by the utterances. It is derived from the hearer's perspective. It means that perlocutionary meaning is the effect of the illocutionary of the speaker. We can describe it as the act of the hearer because of the impact of what the speaker has said before.

However speech acts dominate our daily life as the psychological expression of our feeling and attitudes. Speech acts are as the description of our feeling and attitudes which transfer what people feel and think of. It is why people use speech acts to express their feeling and attitudes in their daily life. In fact, to communicate is to express a certain attitude and the type of speech acts being performed connects to the type of attitudes being expressed. For example like people will use apologizing act for asking apology of their faults or wrongs and the speech act that is chosen is expressive speech act. It describes the psychological feeling of confession and guilty. To give more understanding about Austin's Theory related to apology, an example is presented below:

“I'm so sorry my actions had that impact on you. I didn't understand that until now and I regret that.”

“Never mind”

The offender said the utterances toward the offended for asking apology. He said something for the fault he has done in the past. These utterances are uttered through the words "I'm so sorry..." or we can determine it as locutionary act. While the illocutionary act can be seen when the offender intends what he says by asking apology. He tries to make the offended understand that it is an apology act. He is really sorry about his fault that impacts the offended. Whereas the perlocutionary act describes when the offended says "Never mind" as the effect of the offender said before. These words are as the response of the offender said before that the offended forgives what the speaker has been done.

Sometimes in everyday life, people injure and hurt the other expressly or intuitively. Because this activity, they will ask apology for their faults. Apology usually applies to an expression of regret for a mistake or wrong with admission of guilt or fault. It is a powerful transaction which can deliver peace of mind and healing for all faults. An apology consists of two parts that are an offender (the apology) and an offended (the granting or denial of forgiveness).

Apologizing act is a kind of expressive speech acts. An expressive speech act is the point of which is that a certain psychological state is expressed, which have no direction of fit, in which a wide range of psychological states can be expressed, in which proposition describes a property or act to the speaker or hearer (Searle: 1977). It means that apologizing act is the way of people can express their feeling to the others by asking apology for their faults or wrongs. It is kinds of psychological expression where people can express what they think and what they feel.

The apology process will run well if the offended can agree the offender's goal to forgive the offender's faults. In using apology act, people need to apply certain strategies of apology. These strategies will help them to success the apologizing acts and maintain the relationship between the offenders and the offendeds. The differences of apologizing acts are related to the behaviour that may also cause differences strategy of apology. It depends on the levels of high or low and complex or simple strategy used. Apology can be stated directly or indirectly related to the strategy used by the offender. People usually use the words "I'm sorry" for expressing apology. These words cannot undo the harm already done, but at least it can restore the dignity of the victim. The following is an example taken from the film entitled "Pretty Woman"

VIVIAN
"You're late."
EDWARD
"I'm sorry"
VIVIAN
"You're forgiven"

From the example above, Edward asked Vivian to accompany him for dinner with his colleague. He asked Vivian to buy conservative clothes in a boutique and waited him in the Beverly Wilshire Hotel Bar but he was late. He asked apology for his delays toward Vivian. He tried to confess his fault by saying "I'm sorry". This strategy of apology may not undo the faults already done by Edward but by saying "I'm sorry" he can restore the condition and make the situation better than the previous. The apology act used by Edward is expression of regret. He uses "I'm sorry" for asking an apology. This act of apology is kinds of direct apology. He says "I'm sorry" directly without cover the meaning behind

these words. The choosing of strategy used by Edward is the severity of the infraction. It refers to the seriousness of the offense. Edward uses this strategy because he has made more serious offense. He confesses that he regrets of his fault toward Vivian. In fact the more serious offense is the more complex of the choices of apologizing strategy. By performing apologizing acts, Edward hopes that he can maintain and keep the harmony or his relationship with Vivian.

Based on the explanation above, there are many apologizing acts in the film entitled “Pretty Woman” that is interesting to be analyzed. From the phenomena, it is interesting to have a research more about apologizing acts in the film entitled “Pretty Woman”. Therefore, the researcher made a thesis entitled **“Apologizing Acts in the Film Entitled Pretty Woman” (A Socio-Pragmatics Approach)**.

B. Problem Statements

Based on the background, the problems that will be analyzed can be formulated as follows:

1. What types of apology strategy are used by the characters in the film entitled “Pretty Woman”?
2. What factors determine the choice of strategy of apology are used by the characters in the film entitled “Pretty Woman “?
3. What is the function of apologizing acts in describing the relationship between the characters in the film entitled “Pretty Woman “use apologizing expression for expressing their feeling?

C. Research Objectives

Based on the problem statements above, the objectives of this research are:

1. To identify the types of apology strategy used by the characters in the film entitled “Pretty Woman”.
2. To describe the factors which determine the choice of strategies of apology used by the characters in the film entitled “Pretty Woman “.
3. To describe the relationship between the characters in the film entitled “Pretty Woman “related to the function of apologizing acts.

D. Research Limitation

There are many kinds of apologizing acts found in the film entitled “Pretty Woman”. The research focuses the thesis on the types of apology strategy, the choice of strategies of apology, and the function of apology acts related to the relationship of the characters. This analysis will be based on the data collected from the script and the dialogs in the film entitled “Pretty Woman.”

E. Research Benefits

The research is expected to be beneficial for:

1. The reader

The readers will get more information about apologizing including the types of apology strategy, the factors which determine the choice of apology and the functions of apology toward the characters in this film to depict the relationship between the characters. Besides, the result of this research can be used as a reference to English Department students to understand more about apologizing acts.

2. Other Researcher

It is expected that this research will give additional information for other researchers in conducting a better research on the related field especially about apologizing acts.

3. The writer

Through this thesis, the writer will understand more about apologizing acts. Besides, by making this research, the writer can practice her English ability especially her writing skill.

F. Research Methodology

This research uses the descriptive qualitative method. Collecting the data, classifying the data, analyzing the data and drawing the conclusions are the steps

in applying this method. The data are in the form of words and spoken or written language.

In this research, the source of data is taken from the script and the dialogs of the film entitled “Pretty Woman”. Both of the script and the dialogs perform apologizing acts which are expressed by the characters in this film. The samples of the research are all utterances of apologizing acts from the script and the dialogs in that film.

G. Thesis Organization

The thesis organization is arranged as follows:

- CHAPTER I : Introduction consists of Research Background, Problem Statements, Research Objectives, Research Limitation, Research Benefits, Research Methodology and Thesis Organization.
- CHAPTER II : Literary Review consists of Sociolinguistics, Ethnography of Communication, Address, Pragmatics, Context, Speech act, Politeness, Apology, Related Study, The Synopsis of “Pretty Woman”.
- CHAPTER III : Methodology consists of Type of Research, Data and Source of Data, Sample and Sampling Technique, Technique of Collecting Data, Technique of Analyzing Data, and Technique of Coding Data.

CHAPTER IV : Data Analysis consists of Introduction to Analysis, Data
Analysis and Discussion.

CHAPTER V : Conclusions and Suggestions

CHAPTER II

LITERARY REVIEW

This research takes Socio-pragmatic approach as the way of the analysis. Socio-pragmatic combines pragmatics and sociolinguistics which analyze language in the context of situation and culture and both of them deal with meaning of language. In analyzing the source of data, the researcher needs some theories in order to solve some problems of the research as the basic requirement of the research. Therefore, some theories related to the topic of the research will be discussed in this chapter. These theories are Sociolinguistics, Ethnography of Communication, Address, Pragmatics, Context, Speech act, Politeness, Apology, Related Study, and The Synopsis of “Pretty Woman”.

A. Sociolinguistics

In their society, people speak to interact with one another. There is always more going on than just conveying a message. The language which is used is always influenced by a number of social factors which define the relationship between the participants. A number of social factors influence the ways of people use language. In understanding sociolinguistics, we learn both about language and about ourselves, the people who use it, live with it, and live in it.

Sociolinguistics is mainly concerned with the systematic linguistic correlates of relatively fixed and stable social variables such as region of origin, social class, ethnicity, sex, age, etc on the way an individual speaks. It means that

the structure of a society has some impacts on the language of the speakers of that society in different contexts, where the contexts refer to things like ethnicity, social class, sex, geography, age, and a number of other factors. Thus, sociolinguistics studies the effect of any and all aspects of society, including cultural norms, expectations, and context, on the way language is used.

1. Definitions of Sociolinguistics

According to Gumperz (1971:1) sociolinguistics is the study of language in social use. It means that sociolinguistics explains the way of people use language to communicate in their society. It also depicts how people use language in social interaction and observes any changes that occur from that interaction. Sociolinguistics focuses on the relationships between language and society and its principal concerns address the form and function of linguistic variation across social groups and across the range of communicative situation in which women and men deploy their verbal repertoires. In short, sociolinguistics examines the discourse as constructed and co-constructed, shaped and reshaped in the interactions of everyday life and it reflects and creates the social realities of that life

While, Spolsky also states that sociolinguistics is the field that studies the relation between language and society, between the uses of language and the social structures in which the users of language live. It attempts to find correlations between social structure and linguistic structure and to observe any changes that occur. Social structure itself may be measured by reference to such

factors as social class and educational background. We can attempt to relate verbal behavior and performance to these factors.

Based from the statement above, we can conclude that sociolinguistics deals with the study of language as the human interaction in the society. It studies the relation of language and society. It concerns on analyzing how people use language in their society to interact with the others and the ways of them use appropriate language in the different social context. Sociolinguistics also studies about social function and social meaning behind language. People consider meaning in the context of situation and culture.

2. The scope of Sociolinguistics.

According to Fishman's (1972) point of view, sociolinguistics is divided into two studies. They are micro-sociolinguistics and macro-sociolinguistics. He states that macro-sociolinguistics is the study of language history and development in the scope of society which stresses on the social aspect. While micro-sociolinguistics is the study on sociolinguistics which takes account on the study of language in the specific speech community with the scope of discussion such as the behavior toward language, style of speech, domains of language, register, speech act, etc.

As the conclusion, we can say that micro-sociolinguistics deals with the interaction of individual in the speech community and macro-sociolinguistics deals with the behavior of society to the language.

From the definition above, the researcher takes micro-sociolinguistics as the scope of research which focuses on the individual interaction of apologizing act used by the characters of the film entitled “Pretty Woman”.

B. Ethnography of Communication

According to Hymes, *Ethnography of speaking* (1986) is resulted in the advent of a distinctive new sub discipline, derived from anthropology and linguistics, which has revolutionized the study of the interpenetration of language and culture. It focuses on the patterning of communicative behavior as it constitutes one of the systems of culture, as it functions within the holistic context of culture and as it relates to patterns in other cultural systems. It means that ethnography of communication is as anthropologically-based ethnography united with linguistic analysis. Interactional sociolinguistics -- sometimes known as micro ethnography, involves interactional analysis using video-taped data and taking into account non-verbal behavior such as facial gestures, postural shifts, and proteomics; it combines sociology, linguistics, and anthropology. It focuses on the miscommunication between different ethnic groups.

The principal concerns in the ethnography of communication include the relationship of language form and use to pattern and functions of communication to world view and social organization as well as to linguistics and social universals and inequalities.

1. Speech Community

The immediate universe for the ethnography of communication is traditionally the speech community and the way communication is patterned and organized within that unit. Being member of a speech community has been defined as sharing the same language, sharing rules of speaking and interpretation of speech performance, and sharing sociocultural understandings and presuppositions with regard to speech. There is homogeneous community in societies which includes the range of language, language varieties and registers. It will pattern in the salient social and dimensions of communication.

Speech community is defined as a community sharing knowledge of rules for the conduct and interpretation of speech (Chaika, 1996:49). It can be understood that in a community people will share their knowledge of norms and rules in interacting one another. The knowledge that they share and copy will determine their pattern of life and behaviors.

According to Gumperz (in Chaika, 1996: 309), a speech community is a group of speakers who share a set of norms about the use of a language or languages. It means that people who live together in a group use the same language that has the same set of norms and rules.

Another definition of speech community is proposed by Fishman (1972), that speech community is one; all of the members of speech community share at least a single speech variety and the norms for its appropriate use. So, clusters of

people do not only use the same forms of language but also use the same norms of language in their member of speech community. They do not have gaps or overlap in their clusters.

Studies of speech communities reveal the social stratification, social networks and relevant social groupings. People within one community do not necessary speak the same way. Moreover people may belong to several speech communities with consequences for changing their speech behaviors but all of members of speech communities may not use the rules of language in the same way. Different members of a speech community may have very different experiences. Some may have gone into the service where they met people of many different dialects, thus they change their own perceptions. The different attitude of a group is discovered by examining the dialects that they have copied as well as by asking people to evaluate their own and other's speech.

Based on the statement above, the speech community can be stated as a group of people who share at least a single speech variety and they have the same norms and rules in communicating each other that is accepted among themselves.

2. Speech Situation

The occasion is crucial in determining who will speak and even if anyone will. There are times when it is all right to speak and times when it is not. These are frequently bound with place (Chaika, 1996:170). It means that in speaking with the others, people must determine the context of situation whether it is

formal-informal or polite-impolite. When we talk to the others, we must determine the situation like the place, the participants and the time.

While Hymes depicts speech situation as situation associated with or marked by absence of speech. He identifies that the speech situation is not always communicative. It depends on the context of situation of conversation takes place. The context situation can be described as ceremonies, lovemaking, hunt etc.

From the statement above, we can say that the speech situation deals with the context of the speech whether it is formal or informal.

3. Speech event

According to Gordon and Lakoff 1975 in Chaika (1996: 156), speech event is the situation calling forth particular ways of speaking.

Meanwhile Hymes (1986: 52) depicts that speech event will be restricted to activities or aspects of activities that are directly governed by rules and norms for the use of language. The examples are lectures, introductions, advertising and two or more party conversation. A speech event takes place within a speech situation and speech event can be built from one or more speech acts.

4. Speech acts

Speech acts are the minimal terms on the scale and refer to the acts we perform when we speak like giving reports, giving advice, agreeing, complaining, and apologizing.

According to Hymes (1986:52), speech acts are 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, nor with segments of any particular size defined in the terms of other level of grammar.

From the definition above, speech acts are the action that are performed by saying something through sentences and utterances

This research is concentrated on the study of speech act especially on the study of apologizing act. Further explanation of speech acts will be explained in sub chapter F.

5. Ethnography of Speaking

When two people speak one another, there is an activity of conveying a message from the speaker to the hearer. The language used by the participants is always influenced by a number of social factors which defines the relationships between the participants. Sometimes, there are inappropriateness relationships in transferring the message. The inappropriateness relationships are as social decisions that are tied to the social factors which shape the relationship between the speaker and the listener. When the speakers choose an appropriate utterance for the situation, there are factors that they must consider to convey the message to the other participants (<http://logos.uoregon.edu/explore/socioling/social.html>).

The factors are:

1. Participants- how well do they know each other? (who is speaking and who are they speaking to)
2. Social setting- formal or informal (the setting or social context of interaction)

3. Who is talking- status relationship/social roles (student vs. professor)
4. Aim or purpose of conversation (why are they speaking)
5. Topic (what is being they talk about)

Hymes gives suggestion that in ethnography of speaking there are some components of speech which need to be considered. The components of speech are speech situations, speech events and speech acts which are compose the communication. He intends to look at any naturally occurring speech to discover the rules for speaking (modes of speaking, topics, message forms within particular settings and activities). Hymes sets the components of speech into eight, abbreviated as SPEAKING (Wardhaugh 1998: 243-254), they are as follow:

a. Scene or situation (S)

Situation covers the two basic elements namely the setting and the scene. The setting is the physical setting where the talk occurs. It refers to the time and the place of physical circumstances of event taking place. While the scene refers to the psychological setting of an event or we can consider as the cultural definition of an occasion. The situation of event can be formal or informal. It deals with the context of an event happens. According to Hymes (1986:56), speech acts frequently are used to define scenes and also frequently judges as appropriate or inappropriate in relation to scenes. The terrace or the yard of a house may be described as the setting of family story. It can be fun, comfortable and playful but at other times it can be serious and close relationship.

b. Participants (P)

The participants refer to people who are involved in the speech, including various combinations of the speakers–the listeners, the addressers-addressees, the senders-the receivers or we can say that they are as the actors in the scene and the actors in their role relationships. The participants have an important role in a conversation as the main actors in a conversation through language. In a conversation, there are the speakers and the hearers who change their role. In the film “Pretty Woman”, the expressions of apologizing act mostly take the role of two persons who talk one another, the expressions of apologizing act involve the speakers and the hearers. For example, when a saleswoman conveys an apology to Vivian. The saleswoman is the speaker of an apologizing act and Vivian is the hearer. In the apologizing act, the social factors like gender, social distance, age, role and profession influence the participants.

c. Ends (E)

The ends are the purpose, outcomes or goals of talk in a speech event. Hymes(1986:58-59) states that ends are classified into two namely outcome and goal. The outcome can be depicted as the purpose of event based on a cultural point of view while goal is the purpose of the individual participant’s point of view. In expressing of apologizing act, people have the reason of why they use apologizing act by saying sorry. People usually say sorry to maintain relationship

between interlocutors, to make situation more comfortable or to show good attitudes.

d. Act Sequence (A)

Act sequence is the relationship between what is said and how it is said or the message form and message content (Hymes, 1986: 54-55). It can be divided into two. They are Message Form which explains how something is said and Message Content which is related to question of the topic and change of the topic. Message form is related to the form of individual utterance either in the starting or in the finishing of speech event. Message content is related to what is being talked about, when a topic changes and how to maintain the change in the topic.

e. Key (K)

Key is the tone, manner, or spirit in which the talk or silence occurs or the feeling, atmosphere and attitude in which conversation takes place. Tone and atmosphere are employed in reference to situation while manner, feeling and attitude are employed in reference to participant. For better understanding about key in details, it can be described as follows:

1. Tone refers to general spirit of the scene like brave, shy, fearful, vicious etc.
2. Manner refers to the participant's way of attitude toward other like polite, impolite, teasing, bullying etc.

3. Feeling refers to the emotions like sad, angry, shock, surprised, anxiety etc.
4. Atmosphere refers to the feeling which affects the thought in a place or situation like good, bad, humility etc.
5. Attitude refers to the participant's way of thinking and behaving toward condition like pessimistic, optimistic, desperation etc.

The signaling of expressing key in the apologizing acts can be described in the different ways which is verbal such as by using language directly or non verbal by using gestures or mimics etc.

f. Instrumentalities (I)

Instrument refers to the particular channel, language, dialect speech variety of the talk or the form and the style of the speech being given. It is divided into two namely the channels and the forms of speech (Hymes, 1986:58). Channels deliver messages one another. It can also be called as the transmission of a message. Channel can be telegraph, semaphore, signal, smoke etc. Then the form of speech deals with language and their subdivisions, dialects, codes, varieties and registers that are chosen.

g. Norms (N)

Norms are defined as normative aspect of interaction or norms refer to normative aspect of the interpretation of talk. It is what socially acceptable at the

event. Norms are divided into norms of interaction and norms of interpretation. Norm of interaction refers to an underlying set of non linguistic ruler which governs when and how speech occurs. It deals with specific behaviors like silence, loudness, shouting etc. Then, norms of interpretation refer to the belief system of community. It tries to understand what is being conveyed beyond what is in the actual words used (in Fasold, 1990:45). Moreover, there is possibility to make a mistake in interpreting communicative acts between the participants of the same culture, nevertheless it is far more common to occur in a cross culture.

h. Genre (G)

Genres are as the cultural category of talk (e.g., insults, compliments, apologies). It refers to categories like myths, legends, poems, proverbs and communal message.

The ethnography of speaking is an approach to the study of language in the social context. Each group creates a set of resources for the people within that group for when, how, and to whom to communicate. People coordinate their meaning, but that meaning is specific to a culture. From the ethnography of speaking, people will have better understanding how to communicate with the others as a way of explaining their attitudes and manners. Therefore, this research uses this theory to help in revealing the reason of characters in using the ways for expressing apologizing acts in the film entitled “Pretty Woman”.

C. Address

Address is often part of greeting which is used to maintain social relationship between people in society. It also means to care the others. The use of address depends on the relationship between the addresser and the addressee. According to Fasold (1990:1-3) states that there are two main kinds of address forms. They are names (addressing by calling first name) and second-person pronouns (addressing by calling the title and last name).

While in a certain situation, the speaker addresses the hearer by title (T), by first name (FN), by last name (LN), by nickname, by some combination of these or even by nothing at all. The asymmetric use of names and address terms is often a clear indicator of a power differential. Title (T), last name (LN) and First Name (FN) indicate inequality in power. Title name (TN) indicates inequality and unfamiliarity while First Name (FN) indicates equality and familiarity. The addressing by Title alone such as Mr, Mrs, Doctor, Your Majesty show the less intimate between the speaker and the hearer and the addressing by First Name shows the intimacy between the speaker and the hearer.

Meanwhile Brown and Gilman state that there are two major dimensions of choosing address namely power and solidarity. Power is realized in the form of social status while solidarity is in the term of social distance. From the explanation above, address is one crucial aspect to help in analyzing apologizing act in the film entitled "Pretty Woman".

D. Pragmatics

Pragmatics is the study of the aspects of meaning and language use that are dependent on the speaker, the addressee and other features of the context of utterance(<http://www.sil.org/linguistics/GlossaryOfLinguisticTerms/WhatIsPragmatics.htm>). It is related to the language that is used in a social context, including its effect on the interlocutors. The effect of the speaker's choice of expression and the addressee's interpretation of an utterance are context of utterance, generally observed principles of communication, and the goals of the speaker. Pragmatics is the branch of semiotics that deals with the relationship between signs, especially words and other elements of language, and their users. Some of the elements of language that are studied in pragmatics include deixis, presupposition, implicature, performative etc.

Pragmatics studies how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a conversation. It distinguishes two intents or meanings in each utterance or communicative act of verbal communication. One is the informative intent or the sentence meaning, and the other the communicative intent or speaker meaning. The ability to comprehend and produce a communicative act is referred to as pragmatic competence which often includes one's knowledge about the social distance, social status between the speakers involved, the cultural knowledge such as politeness, and the linguistic knowledge explicit and implicit.

Pragmatics is the study of the ability of natural language speakers to communicate more than that which is explicitly stated. Another perspective is that pragmatics deals with the ways we reach our goal in communication. Suppose a person wanted to ask someone else to stop smoking. This could be achieved by using several utterances. A person could simply say, 'Stop smoking, please!' by using direct and clear semantic meaning; alternatively, a person could say, 'Wow, this room uses an air purifier' which implies a similar meaning indirectly and therefore it requires pragmatic inference to derive the intended meaning (<http://en.wikipedia.org/wiki/Pragmatics>).

Meanwhile Yule (1996: 3-4) states that pragmatic is the study of contextual meaning. This type of study necessarily involves the interpretation of what people mean in the particular context and how the context influences what is said. It also considers about who they are talking to, where, when and under what circumstances.

Based on the definition above, we can summarize that pragmatics is the study of language or utterance meaning influenced by the context. It emphasizes on the relation of language meaning in the context.

E. Context

According to Mey (1993:38), context is a dynamic not a static concept. It is to be understood as the surroundings in the widest sense that enable the participants in the communication process to interact and that make the linguistic

expressions of their interaction intelligible. Context is more than a matter of reference and the understanding of what things are about. Context is also what gives our utterances deeper. It is also important in assigning a proper value to such phenomena as presuppositions, implicature and the whole set of context oriented features.

Malinowsky suggests two kinds of the context namely the context of situation and the context of culture. The context of situation is the context of uttered speech. It is an environment of people in a speech, time, place, social etc. The context of culture is the background context of participants (Halliday and Hasan, 1985:13). However context has important role that gives many contributions in spoken and written language. Through context, the communication will run well and successful.

F. Speech Acts

1. Definition of Speech acts

When doing communication with the others, people not only say something through sentences and utterances to express their feeling but they also perform and show action through these sentences and utterances. Yule (1996:47) states that actions performed through utterances are generally called speech acts.

In addition, Austin says that sentences are not only used to say things but they rather actively do things. It means that the speaker says utterances and

performs an act at the same time. In explaining the speech act theory, Austin (in Fasold, 1990:52) depicts three kinds of acts. They are:

- a. Locutionary act : The actual words uttered. It is the act of saying something or an act of constructing an utterance by following grammars and vocalizing sentences. It is the act of saying something. For example, if a person says to you, “You can’t do that,”
- b. Illocutionary act : The force or intention behind the act of saying something or it is to construct a sentence that literally means that you cannot do that by making relevant physical sounds. It is showed via the communicative force of an utterance such as to make apologies, requests, compliments etc. For example from the locutionary act above is to prohibit you from doing that.
- c. Perlocutionary act : The effect or the result of the words uttered. The example is same above which one tries to accomplish by uttering it. That is, by saying the sentence, he stopped you from doing that the hearer.

The example below taken from the dialogue from the film entitled “Pretty Woman” will give better understanding of act of utterance.

VIVIAN

“You're late.”

EDWARD

“I'm sorry”

VIVIAN

“You're forgiven.”

The act of saying “I'm sorry” which is uttered by Edward toward Vivian is the locutionary act. While the act of apologizing is as the illocutionary act and the acceptance of the apology by Vivian toward Edward is the perlocutionary act.

2. Direct and Indirect Speech Acts

In the course of performing speech acts, we ordinarily communicate with each other. Speech acts can be performed directly or indirectly. Yule (1996b:54-56) gives explanation about direct and indirect speech acts as follow:

a. Direct speech act

Direct speech act happens when there is a direct relationship between structure and a function. A declarative is for making a statement, an interrogative is for making a question and an imperative is for making command. The examples are below:

(a) You close the door. (Declarative)

(b) Do you close the door? (Interrogative)

(c) Close the door please! (Imperative)

In (a) the speaker states that the hearer closes the door while in (b) the speaker asks a question to the hearer whether the hearer closes the door or not and in (c) the speaker commands the hearer to close the door.

In this research there are some direct apologies which are uttered by the characters in the film entitled “Pretty Woman” such as ‘sorry’ and ‘apologize’. The expressions of direct apologies in this research are as direct speech act of apologizing.

b. Indirect Speech Act

Indirect speech act happens in an indirect relationship between structure and a function. It means that the speaker expresses something indirectly or implicitly. For example are:

(a) Do you have to sit at the chair? (Interrogative)

(b) You’re sitting at the chair (Declarative)

The two utterances above have different structure but they have the same function as a request. The interrogative (a) is not only used as a question but also as a request and the declarative (b) is not only used as a statement but also as a request. Both of the statements have the implicit meaning to the hearer as a request to move from the chair.

According to Fasold (1990:153), an apology is a good example of indirect speech act. People say apologizing act focusing on the offenses of the hearers although they realize that their act can be detrimental toward the hearers.

Searle (1975:178) states that 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 nonlinguistic, together with the general powers of rationality and inference on the part of the hearer.” Talking about indirect speech acts, Searle attempts to explain how it is possible for a speaker to say something and to mean it, but it additionally means something else.

From the statements above, direct and indirect speech acts are used to know how the speakers express apologizing acts in the film entitled “Pretty Woman”.

3. Speech Acts Classification

Searle (in Yule, 1996: 53-54) divides the illocutionary (i.e. speech) acts into five namely representatives, directives, commissives, expressives and declarations.

a. Representatives

Representatives are those kinds of speech acts that commit to what the speaker’s belief of the propositional content of the utterance.

Representative function is to describe state or event in which the speaker makes words fit the world of belief such as denial, report, believes, conclusion, affirmation etc.

The examples are:

- I believe that God exists.
- It was a windy day.
- The color of leaves is green.

b. Directives

Directives are those kinds of speech act are used by the speakers to make the hearer to do something. It expresses what the speaker wants the hearer to commit some future course of action (verbal or non verbal) such as requests warns, commands, orders, invites, asks etc.

The examples are:

- Would you like to clean this room, please?
- Don't move the chair!
- You will shut the door.

c. Commissives

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

The examples are:

- I promise to come to your party tonight.
- I swear that I love you.
- I'm going to do the right next time.

d. Expressives

Expressives are those kinds of speech act that state what the speaker feels. It expresses the psychological states and it can be statement of pleasure, joy, sorrow, like, dislike and pain such as apologies, thanks, deplores, appreciates etc.

The examples are:

- Congratulations!
- I'm so sorry of this accident.
- Thank you for being my best friends.

e. Declarations

Declarations are those kinds of speech acts that make the speaker declare something to the hearer. In declaration the speaker alters the status or condition of an object or situation such as naming a new baby, declaring to marry a couple, baptizing a person etc.

The examples are:

- Priest : I now pronounce you as husband and wife.
- King : I name this ship “ The Heaven of the world”
- Referee: You get red card!

G. Politeness

Politeness is a communication strategy that people use to maintain and develop relationship. It is used to keep the relationship among others in order to make the condition better. Politeness can also says as the expression of the speaker’s intention to mitigate face threats carried by certain face threatening acts toward another. It means that by using politeness the speaker can save his face to decrease the threats to make the situation under control (<http://logos.uoregon.edu/explore/socioling/politeness.html>).

Meanwhile, according to Brown and Levinson, politeness strategies are developed in order to save the hearer’s “face.” Face refers to the respect that an individual has for him or herself and it is to maintain self-esteem in public or in

private situations. People usually try to avoid embarrassing the other person or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearer's needs to maintain his/her self esteem and to be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's.

From the statement above, we can know that people usually use politeness to save the self esteem and to avoid the losing face of the hearers. These reasons can keep the relationship between the speakers and the hearers to control the condition more friendly and to smooth the conversation between the speakers and the hearers.

There are four types of politeness strategies described by Brown and Levinson. They are Bald On Record, Negative Politeness, Positive Politeness and Off Record (<http://logos.uoregon.edu/explore/socioling/politeness.html>).

a. Bald On Record

Bald On Record is the strategy of politeness which does not attempt to minimize threats to the hearer's face. This strategy is often utilized by the speaker who closely knows the audience. The example is that the speaker sees a cup of pens on her teacher's desk and she needs to use one. She will say "Ooh, I want to use one of those!" From that example, she really knows that the listener is her teacher so it is OK to

use the pen. The speaker uses this strategy because it provides no effort to minimize her teacher's face when she is asking for a pen.

b. Positive Politeness

Positive Politeness is the strategy of politeness which attempts to minimize the threat to the hearer's positive face. This strategy confirms the friendly relationship between the speaker and the hearer and it expresses group reciprocity. The example is like the condition in (a). The speaker will say "So, is it OK if I use one of those pens?" This example shows that the speaker has an interrelationship as a student and the listener is as a teacher. In this situation, she recognizes that her teacher has a desire to be respected so she uses this strategy for asking permission to use the pen.

c. Negative Politeness

Negative Politeness is the strategy of politeness which presumes that the speaker will be imposing on the hearer. It is the desire to remain autonomous. The example is that the speaker says "I'm sorry to bother you but I just want to ask you that I can use one of those pens?" From this sentence, she knows that the teacher has a desire to be respected but she forces her politely for lending the pen.

d. Off Record Indirect Strategy

Off Record Indirect Strategy is the strategy of politeness which uses indirect language and it removes the speaker from the potential to being imposing. The main purpose is to take pressure off of the speaker. The example is that the speaker says indirectly “Hmm, I sure can use a blue pen right now.” The sentence shows that the speaker is trying not to directly impose by asking for a pen. She hopes that her teacher will realize this condition. The teacher will offer her to use her pen because the teacher knows that she needs the pen.

Based on the explanation above, the apologizing act can also be positive politeness when there is an expression of showing concern for the addressee’s well being, needs, interests, feeling etc.

H. Apology

People apologize all the time, but it does not necessarily mean that they are asking for anything or expecting a response. It is very often that the apology is a ritual, basically “Sorry,” or “No problem”. Olshtain and Cohen (in Nessa and Judd, 1983:20) say that the act of apologizing is called for when there are some behaviors which have violated social norms. When an action or utterance has been resulted by someone who perceives himself as offended, the culpable person needs to apologize.

According to Fraser (1981), “an apology may be performed just in case two basic conditions are met. First, the speaker acknowledges responsibility for having performed some act and second, the speaker conveys regret for the offense which comes about as a result of the commission of the act.”

In performing apologizing act, apology strategies are needed to choose the apologizing act. Apology strategies are the methods which are used by individuals to perform the speech act of apology. The apologizing act has a speech act which will consist of a number of semantic formulas. Each semantic formula consists of a word, phrase or sentence which meets a particular semantic strategy.

According of Trosborg (1995: 379-383), the apology strategies are divided into four, namely evasive strategies, indirect apologies, direct apologies and remedial support. These strategies are developed from Olshtain and Cohen semantic formula of apology. Further understanding is as follows:

a. Evasive Strategies

The evasive strategies are closely related to the strategies in which the complainees fails to take on responsibility. The difference lies in the fact that the complainees does not deny responsibility. There are three evasive strategies. They are:

- 1) Minimizing: e.g. *Oh what is that matter, that's nothing: What about it, It's not the end of the world.*

- 2) Querying preconditions: e.g. *Well, everybody does that; What is love then?* (in response to the complainable *You don't love me*).
- 3) Blaming someone else: The offence committed by the complainee can be partly excused by an offence committed by a third party. E.g. *I'm sorry. My brother used the motorcycle all the day.*

b. Indirect Apologies

1). Acknowledge of responsibility

When the complainee chooses to take on responsibility, he or she can do so implicitly and explicitly and with varying degrees of self blame.

- a). Implicit acknowledgement: e.g. *Oh, you finger* (after she stepped someone's finger).
- b). Explicit acknowledgement: e.g. *I'll admit I forgot to do it.*
- c). Expression of lack of intent: e.g. *I didn't mean to...*
- d). Expression of self-deficiency: e.g. *I wasn't thinking, I was confused.*
- e). Expression of embarrassment: e.g. *I feel so stupid about it, I feel so bad about it.*
- f). Explicit acceptance of the blame: e.g. *You can blame me, The fault*

was entirely my own.

2) Explanation or account

The apologizer may try to mitigate his or her guilt through giving explanation or account of situation. Various kinds of mitigating circumstances serve as indirect apologies and may be put forward on their own or in addition to direct expression of apology. The explanations are:

- a). Implicit explanation: e.g. *such things are bound to happen, you know.*
- b). Explicit explanation: e.g. *Sorry I'm late, but my car broke down.*

c. Direct Apologies

An apologizer may choose to express his or her apology explicitly. A small number of verbs are used to express apology directly. There are three direct apologies strategies. Those strategies are:

- 1). Expression of regret: e.g. *I'm sorry*

I'm sorry to keep you waiting, Sorry about that, I'm sorry to have been so long in getting in touch with you.

- 2). Offer of apology: e.g. *I apologize*

I (hereby) apologize for ...

Please accept my sincere apology (for...)

My client would like to extend his apologies to you for the inconvenience

Involved.

3). Request for forgiveness: e.g. *Excuse me: please, forgive me, pardon*

me.

Please, forgive me. I'm terribly sorry (about...)

Excuse me. I'm sorry for interrupting you, but...

Pardon me, I didn't hear what you said.

d. Remedial Support

In apology situation, if the gravity of the offence is a severe one, a verbal expression of apology is hardly enough to placate the offended person. The explanation and the justification may be needed. Furthermore, additional support may be offered, either in the form of verbal expression of concern or promises with regard to future behavior and or remedy of the offence. There are three remedial support strategies. Those strategies are:

1). Expressing concern for hearer

In order to pacify a complainer, the complainees may express concern for his or her well-being, her or his condition etc

e.g. *I'm sorry. Are...are you all right?*

2). Promise of forbearance

In this respect, apologies seem to relate not only to past but also to future acts. With respect to future behavior, an apologizer can promise either never to perform the offence in question again or in improving his or her behavior in a number of ways. Such responses are often signaled by the performative verb "promise".

e.g. *It won't happen again, I promise*

I would never sass you, grandpa.

3). Offer of repair

An apologizer may offer to repair damage which has been resulted from his or her infraction. Repair may be offered in its literal sense or as an offer to pay for the damage. In the situation in which actual repair is not possible (not wanted, etc), the apologizer may offer some kinds of compensatory action or tribute to the complainer.

*e.g. I'm sorry your suite isn't ready yet. But you're welcome to stay here
in Her Majesty's suite.*

The choice of strategy which is used in expressing apology can not be separated from the social factors. The social factors have influenced in performing a certain apologizing act. Fraser (1981) states five factors which influence the choice of strategy of apology. Further explanation is as follows:

1. The nature of infraction

The nature of infraction deals with the kind of social damage which is done by the apologizer like hitting one's car, stepping one's toe or insulting someone.

2. The severity of the infraction

The severity of the infraction is the seriousness of the offense. If someone chooses more complex of apologizing strategy, he or she has made more serious offense or we can conclude that the more serious offense is the more complex of the choices of apologizing strategy. For example: when someone is hitting one's motorcycle through accident, he says apology by saying "I'm really sorry". If the damage has made the offended motorcycle broken, he will show the more complex apology like: "I'm sorry, I didn't mean to hit your motorcycle. I will pay for the broken motorcycle".

3. The situation in which the infraction occurred.

The situation in which the infraction occurred relates to the formality situation in which the offense takes place. The choice of strategy of apology in the formal situation will be different from the choice in the intimate situation. For example: “Excuse me” is more suitable in the formal situation rather than “sorry”.

4. The relative familiarity between the interactants.

The relativity between the interactants is how the relationship between the offender and the offended whether they have close relationship or not. For example: Someone will say “Please, forgive me” to a stranger but they will say “Take it easy boys” or “C’mon guys” to a close friend.

5. The sex between the interactants

The sex between the interactants is the choice of apologizing strategy by male and female. In one context or culture, female do apologizing more than male but in the other culture male do apologizing more than female. The choice of apologizing strategy toward male and female depend on the context and culture.

I. Related Study

This research has close relationship with the research entitled “**The Strategy of Apology Used by the Characters in the Drama Entitled “Pygmalion” by G.B Shaw**”. This research is analyzed by Muh. Arif

Hidayat. He uses the socio-pragmatic approach as the way of analysis the research. The researcher tried to find out the strategies of apologizing employed by the characters in the drama which was written by G.B Shaw and the factors that determined the choice of the strategy of apologize.

In conclusion, first, it is find out that the most apologizing strategies employed by the characters in “Pygmalion” are complex strategy. Second, the expression of apology which has the highest number of frequency is request of forgiveness. Last, the explanation and the factors that determine the choice of the apologizing strategy used in “Pygmalion” is the seriousness of the offense (the severity of infraction).

From the research above, the researcher encouraged to look deeply about apologizing act in the film entitled “Pretty Woman”. The research which is analyzed by the researcher has the same approach with Arif’s analysis. This research starts to classify the kinds of apologizing acts that used by the characters through some utterances. The researcher not only tries to find out the forms of apologizing acts, the factors which determine the choice of strategy of apology but also she describes the relationship between the characters in the film entitled “Pretty Woman” related to the apologizing acts.

J. The Synopsis of “Pretty Woman”

A wealthy and handsome businessman which works as corporate raider named Edward Lewis (Richard Gere) has recently split up with his girlfriend.

After enjoying a party which is held for his success business by his friend, he decides to escape from his uncomfortable party. He is having trouble driving the Lotus Espirit car which he has borrowed from his friend.

On Hollywood Boulevard, he stops to ask for directions of Beverly Hills Hotel to a prostitute named Vivian Ward (Julia Roberts). Vivian thinks that he is trying to find a date so she walks over to his Edward car. A lost Edward agrees to pay Vivian for direction. Rather than giving him the directions that Edward wants, Vivian jumps in the car and offers to show him personally. On the way to Beverly Wilshire Hotel (Beverly Hills), Vivian comments on his bad driving. Much to her surprise toward Vivian, Edward asks her to drive the rest of the way. Driving the Lotus Espirit car, she demonstrates her driving skill and takes him to his hotel without mishap. After arriving in the hotel, Edward tries to drop her to her house but Vivian rejects and she says that she will return to her corner by taxi. When Edward sees her a few minutes later waiting at the bus stop, he offers to hire her for an hour and Vivian agrees that.

In his room, Edward explains to her about his business. He explains that he buys large companies, breaks them up and sells them in smaller parts for profit. Vivian compares it to a chop shop, where stolen cars are cut up for parts and usually sold for more than the whole car is worth. Edward acknowledges the validity of the comparison for the first time. He later reveals the origin of his business methods to Vivian. He tells a story when that his father divorced his mother to be with another woman and emptied his wife's bank accounts well as

taking his own money. Consequently, his mother died of poverty and Edward grew angry and bitter over time. He told Vivian that all of his father mistakes giving him spirit to reach his success.

After that Vivian and Edward business relationship quickly develops into friendship. Edward and Vivian go on several dates and spend several evening trading deep emotional insights they cannot share with anyone else. Despite her experience as prostitute, Vivian finds herself falling in love with Edward. When they attend a corporate polo match, they meet Phil and his wife. Phil approaches Vivian and suggests that he hire her as a whore after Edward. Phil's behavior makes misunderstanding between Vivian and Edward until Edward decides to leave Beverly Hills and returns to New York. He considers Vivian as a common prostitute that can do everything just for seeking money. But Edward realizes his mistakes toward Vivian and falls in love with her. Finally he decides to say apology to Vivian and marry her.

CHAPTER III

RESEARCH METHODOLOGY

A. Type of Research

This research belongs to descriptive qualitative research. It means that this research uses descriptive and qualitative method of analysis. This research focuses on the activities such as collecting data, classifying data, analyzing data, and drawing conclusion of the data. It refers to Surachmad's theory (1994: 147) that descriptive method is a kind of research method using technique of searching, collecting, classifying the data, interpreting them and drawing the conclusion.

While qualitative research focuses its analysis on the process of making the deductive conclusion, and also on the analysis of the relationship between phenomena of research, using scientific logic.

Thus, this research focuses on the types of apology strategy used by the characters, the factors which determine the choice of apology used by the characters, and the relationship between the characters in the film entitled "Pretty Woman" related to the function of apologizing acts.

B. Data and Source of Data

In conducting the research, the researcher takes the film entitled "Pretty Woman" and the script of this film as the source of data. Meanwhile, the data of the research are taken from verbal and non verbal acts of apologies. The verbal acts are taken from the dialogues which are expressed by the characters in that

film and the non verbal acts are the body language, facial expression, smiles, eye contact and touching expressed by the characters in that film.

C. Sample and Sampling Technique

Sample is a part of representation of the data being observed (Arikunto, 1986: 117) whereas technique of sampling is a technique of choosing samples of data (Hadi, 1986: 75).

This research employs purposive sampling technique. This kind of sampling is used for the data which are going to be analyzed. All of the phenomena that match with the criterion of the field of the study are as data. In this research, all of the dialogs that contain apologizing acts used by the characters of the film "Pretty Woman" found in the data. These dialogues are used as the sample of the research.

D. Technique of Collecting Data

According to Surachman (1994: 140), in obtaining the maximum result of the research, the researcher tries to explain each step of the descriptive research in accuracy and detail. The steps of collecting data in this research are as follow:

1. Replaying the film entitled "Pretty Woman" for several times.
2. Analyzing the dialogues and the utterances in that film and matching the dialogues and the utterances which are used by the characters with the script of this film.

3. Transcribing the dialogues which contain of apologizing acts from the film as the data.
4. Identifying each data of apologizing acts based on the types of apology strategy.
5. Identifying each data of apologizing acts based on the factor which determines the choice of apology.
6. Identifying each data related to the function of apology in describing the relationship between the characters in applying apologizing acts.
7. Giving a code on each classified data.

E. Technique of Analyzing Data

The collected data are analyzed by using Socio-Pragmatics approach.

The steps done in the research are as follows:

1. Identifying each type of apology strategies based on the semantic formula of Olsthain and Cohen's theory employed by the characters in the film entitled "Pretty Woman".
2. Analyzing the factors which determine the choice of strategy of apology based on Fraser's theory employed by the characters in the film entitled "Pretty Woman".
3. Analyzing the function of apologizing acts in describing the relationship between the characters through the film entitled "Pretty Woman"
4. Drawing conclusion from the data analysis and giving suggestions.

F. Technique of Coding Data

In order to make the classification and the analysis of the data in this research easier, the researcher gives mark by a code in each data. The steps of coding the data in this research are as follows:

1. Giving number of each data.
2. Giving abbreviation of the title of the film “Pretty Woman” with PW
3. Giving abbreviation for the types of apology strategy employed by the characters covers:

- Expression of Regret (Regr)
- Request of Forgiveness (Forg)
- Offer of Apology (Ofgy)
- Explicit Explanation (Expa)
- Implicit Explanation (Impa)
- Expression of Self Deficiency (Sdef)
- Expression of Lack of Intent (Lant)

4. Giving abbreviation for the factor which determine the choice of apology strategies, the abbreviations is as follow:

- The nature of infraction (Nafra)
- The severity of the infraction (Sefra)
- The situation in which the infraction occurred (Sifcu)
- The relative familiarity between the interactants (Refit)

The example of coding data is as follow:

Data: 01/ PW/Nafra/Forg

- 01 : Refers to the number of data
- PW : Refers to the title of the film “Pretty Woman”
- Nafra : Refers to the factor which determine the choice of apologizing strategy namely the Nature of infraction.
- Forg : Refers to apologizing strategy namely Request for Forgiveness

CHAPTER IV

ANALYSIS

A. Introduction of Analysis

The aims of this research are to find out the types of apology strategy used by the characters in the film entitled “Pretty Woman”, the factors which determine the choice of strategy of apology used by the characters in the film entitled “Pretty Woman “and the function of apologizing acts in describing the relationship between the characters in the film entitled “Pretty Woman “.

In classifying the types of apology strategy, the researcher uses Trosborg’s classification of apology strategies which are developed from Olshtain and Cohen semantic formula of apology. Then, the researcher also uses Fraser’s theory of the choice of strategy of apology to analyze the factors which determine the choice of strategy of apology used by the characters in the film entitled “Pretty Woman”. Finally, the researcher analyzes the function of apologizing acts to depict the relationship between the characters in the film entitled “Pretty Woman”.

Trosborg (1995) classifies the types of apology strategy into four types namely evasive strategies, indirect apologies, direct apologies and remedial support. The data are analyzed based on its types.

According to Trosborg’s classification, there are 31 data that contain apologizing acts in the film entitled “Pretty Woman”. From the analysis, these data contain one offer of apology, three expressions of self deficiency, seven requests for forgiveness, eleven expressions of regret, three explicit explanations,

is invited by Stuckey's wife, Elizabeth, to come to the party. She also knows Elizabeth well because they are close friend. Edward and Susan ever have a close relationship as a couple. They still keep their relationship as friend eventhough they have broken their relationship. It can be proven that they still call the name without using title. Edward calls Susan without using title Mrs. and Susan does the same thing. After long time no see, they meet in this party. Susan asks apology toward Edward because she can't attend to the Carter's funeral. Carter is Edward's father. She doesn't know about the news of Carter's death. She knows this news after she attends this party. She expresses her condolence and her regret through the utterances **I'm sorry hearing for Carter** directly although it is too late. The expression of regret which is said by Susan directly with holding Edward's hands describes the sincerity of her sadness for hearing that news. She wants to maintain their relationship as friend and restore the condition by saying the expression of regret. Susan chooses the words **I'm sorry hearing for Carter** to express apology rather than she says **sorry** because the situation of the conversation depicts the formal situation in which there is a party in that house.

02/PW/Sefra/Regr-Expa

The conversation happens in one of Stuckey's room. There are a desk, a chair, a lamp on the desk, some books, a small plant and a carving on the white wall. Edward is standing in front of the desk and he is holding the telephone in his right hand. Besides Edward, there are big and wide windows. Edward is calling his girlfriend, Jessica. He looks out the window and observes beautiful scenery of

trees and houses while he is calling her. He takes his left hand in his pants and his right hand holds the telephone.

Edward : I told my secretary for making arrangement. Did she call you?

Jessica : Yes, she did.

I think I often talk with your secretary than I speak to you.

I have my own life too, Edward.

Edward : **Sorry. This is very important week. I need you**

Data Interpretation

Edward belongs to a busy man. He seldom meets his girlfriend because there are many important activities that must be attended. He calls his girlfriend, Jessica to give news and know her condition. She stays in New York. Edward calls her to ask her for going to Beverly Hills soon to accompany his busy week. He hopes that she can give him supports and loves. Jessica feels disappointed and bored with him because of Edward's attitudes. He seldom makes a date and gives more attention to her. He always does something as he wants. If he wants to meet Jessica, he just calls his secretary for making arrangement with her. Jessica feels that she is considered as Edward's client. He can call her if he needs her. In the other side, he will ignore her if he is busy. Jessica often talks with Edward's secretary rather than she talks with him. It is why Jessica tries to ignore him. When Edward really needs her to accompany his important and busy week in Beverly Hills, Jessica refuses his invitation. She complains about his treatment toward her. Edward feels that he has made her disappointed and he hurts Jessica's feeling. He asks apology by saying **sorry** to Jessica. He says his remorse directly in the telephone with the sadness face and low voice. Because the seriousness mistake that has been done by Edward, he also uses explicit explanation **this is very important week. I need you** to make sure that he really asks sorry to

Jessica. By giving explanation, Edward tries to make her believe him with his apology. Edward realizes that he has made serious mistake it is why he choose to use two strategy apologies for restoring the condition and for repairing his mistake. The utterances which contain this strategy also point more on the intimacy between them. The intimate of their relationship as a couple makes Edward choose **sorry, this is very important week. I need you** for expressing his apology. Those apology acts depict the informal situation in which they have close relationship. Edward's apology can't stop or reduce Jessica's angry but he has tried to repair the condition better than the previous.

03/PW/Sifcu/Ofgy

The conversation happens outside of William Stuckey's house. He is a lawyer of Edward's company. Edward comes out from Stuckey's house in which he holds a party for Edward's colleagues. In the yard, there is a limo with a driver and two BMW's park the circular driveway behind a black Ferrari. The Limo's driver leaps to attention at the sight of Edward. Edward stands near the black Ferrari. He is making an obvious effort to keep his impatience under control. Stuckey comes out from the house and approaches him.

Stuckey : What's up, where're you going?
Edward : Give me your car keys, will you, I'm going back to my hotel
Stuckey : At least stay for a drink. This party's for you.
Edward : **Apologize to Elizabeth from me**
(Stuckey gropes uncertainly in his pocket for keys)
Stuckey : Listen, there're some major local talents inside just dying to meet you...

Data Interpretation

Edward Harris isn't comfortable with the condition of the party in Stuckey's house. The party is held by Stuckey for their colleagues in order to make the relationship between the colleagues of their company closely. There are many of their colleagues which are waiting to meet Edward to make an appointment for their business but Edward is not interested with them. He comes out from Stuckey's house to avoid the party and he decides to go back to his hotel in which he will spend his night. Edward is very disappointment with his girlfriend who does not accompany him so he tries to make his feeling better by going back to the hotel. Stuckey prevents him not to leave the party because the party is very important for their business. At that occasion, Edward asks the key of Stuckey's car, the Black Ferrari. His limo can not leave the parking area because some of cars close the road so he borrows Stuckey's car. Stuckey says to Edward to stay for drink because the party is held special for him. Edward still wants to go back to his hotel to take a rest and he chooses an apology to Stuckey's wife who prepares the party for him by saying **apologize to Elizabeth from me**. Edward offers his apology toward Elizabeth because she has prepared everything for the party. The party is special for him so he doesn't want to make her disappointed. He wants to confess his mistake to Elizabeth that he can not continue to join to the party through Stuckey. This offer of apology is presented directly with a respectfully tone and little bit smile. Edward says this expression because he respects Elizabeth as Stuckey's wife. There is a relationship between them as the boss and his friend's wife. The close relationship between them in the area of business is not only Edward' reason in using formal apology but also it is

the depiction of the occasion in which the conversation happens. The conversation happens out of Stuckey's house where there is a formal party inside the house. It is why Edward chooses to say **apologize to Elizabeth from me** rather than **giving sorry for Elizabeth**.

04/PW/Refit/Sdef-Impa

The conversation occurs in Hollywood Boulevard at night. This place is known as a place for some prostitutes finds her clients looking for a date at night. Vivian and her roommate, Kit is standing on one side of Hollywood Boulevard. Both of them are standing in front of a shop. There are some persons talking and the others are walking behind them. Some of them buy and choose something in a shop. Sometimes, some cars pass them in a shining and crowded of Hollywood Boulevard. They strikes sexy pose to the passing car.

Vivian : Looks slow tonight

(Looks at passing cars)

Kit : Maybe we should get a pimp. Carlos likes you and...

Vivian : Forget it. We work for it. We keep it.

(They keep hustling)

Kit : **I can't handle this tonight. I'm going home.**

(Vivian stares at her)

Vivian : That crack is burning a hole in your pocket. There isn't even milk in the fridge. The rent's due. Now come on...

Data Interpretation

Vivian is angry because the money for paying the rent of their apartment is spent by Kit to buy some drugs. Kit gives the money to her boyfriend, Carlos. It is why they don't have money anymore for paying the rent and there are no men who are looking for a date at that night. If there is not someone who books them tonight, they can not pay their rent. They have to get out from their apartment

tomorrow. Kit says to Vivian that they should have a pimp so they will get clients every night. They will have money to finance their daily needs. Because Carlos likes Vivian, Kit suggests that Carlos will be a good pimp for them. Vivian refuses Kit's advice because she doesn't like Carlos. She wants to get clients by herself so she can arrange her money without sharing it with someone else. Vivian thinks that having a pimp will make them dizzier. It is why she decides to work by herself. By saying **I can't handle this tonight. I'm going home**, Kit confesses her mistakes and her self deficiency by giving implicit explanation through the sadness expression and low voice. Kit utters two strategies apology because she wants to make sure to Vivian through that she can not continue for working this night and she can not look for a date. She decides for going home and taking a rest for a night. Kit realizes that she can not be responsible with her job and her obligation to pay the rent. Besides, the relationship between Vivian and Kit can also be used to indicate the use of such strategy. Vivian and Kit are close friends. They know each other well. They always share their personal problem together. Because Vivian is Kit's close friends and her roommate, Kit says the apology indirectly for the mistake that she has done. The relationship between them makes Kit choose saying **I can't handle this tonight. I'm going home** rather than **I'm so sorry, I have to go**. Moreover, the situation in which the conversation happens is informal situation. It is why Kit expresses her apology using indirect apology.

05/PW/Sefra/Regr-Expa

The conversation occurs in the lift of Beverly Hills Wilshire Hotel. There are two lifts having beautiful ornament at the door. Edward is standing in front of

the lift's door with Vivian and two other guests of the hotel. The guests are a beautiful middle old woman wearing a glamour dress. She uses gloves in her hands. Beside her, there is an old man wearing a black coat. They are standing besides Vivian and they stare at Vivian's clothes. Vivian wears a very sexy tank top, mini skirt and a short blonde wig. She also wears high heels boat and Edward's long robe in his back. Edward wears a black coat and holds some letters in his hand. They are waiting the lift's door open. In the lift, there are two sofas which are used for the guests waiting the door open. There is also a lift guard who has job to open and close the lift's door.

Vivian : Oh...honey, you know what happen with my torn panty house?
I'm

not wearing panty house.

What color me happy? There is sofa here for two.

Edward : First time go up lift

(Saying to the guest of the hotel)

Woman guest : close your mouth dear!

(saying to her husband)

Vivian : **Sorry, I could mouth off**

Edward : Try!

Data Interpretation

After making a deal to book Vivian for a night, Edward invites her to his room. She agrees the deal to accompany Edward for a night. She enters the hotel wearing Edward's long robe in her back. Everyone sees her surprisingly because her clothes are too sexy and impolite to enter the high class hotel. While they are waiting the lift's door opened, they are standing in front of the lift's doors with two other guests. The two guests stare Vivian like a stranger. They think that this girl is inappropriate in that place because Beverly Hills Wilshire is a high class hotel. There is impossible that the girl like Vivian can enter that hotel. They look

at Vivian like they are disgusted something. This condition makes Vivian uncomfortable so she says something impolite. She makes impression that she is a bitch and impolite girl. Vivian's words make the situation clumsy. Two guests of the hotel cancel their aim to use that lift after they hear Vivian's utterances. This condition makes Edward feel shy and uncomfortable. Realizing the uncomfortable condition, Vivian expresses her regret to him by saying **sorry** with giving a smile. By saying impolite words, she has made Edward feeling embarrassed in front of the hotel guests in which Edward is a special guest at that hotel and everyone knows him well. Vivian also uses the explicit explanation **I could mouth off** to make the condition better than the previous. Through two strategies of apology, Vivian wants to confess her serious mistake directly. She wants to prevent Edward's angry eventhough he only smiles hearing Vivian's attitudes and apology. The words **sorry, I could mouth off** uttered by Vivian describe the close relationship between Vivian and Edward. Although they meet some hours later but they already have close relationship like a couple. The informal situation in the lift and the close relationship between them as the reason of Vivian uses informal apology.

06/PW/Sifcu/Forg

The conversation takes place in the living room of the penthouse. There are beautiful and expensive furniture with modern styles. Vivian sits on one of sofas wearing a very sexy tank top, mini skirt and high heels boot and she also wears a short blonde wig straddling her foots. Edward sits on a chair near his desk in front of Vivian. There are many files, books and faxes on the desk. The desk is

near big windows with long and beautiful brown curtains. Edward opens one by one the letters and reads the faxes while Vivian sits on the chair looking at the furniture.

Vivian : Actually, I'm not a planner. I work with a kind of flavor to see my pants to go out from moment to moment. That's me.
You could pay me as you want to break the ice.

Edward : O...yeah. **I'm sorry.**
I think cash received

Vivian : cash usually to me

Data Interpretation

Edward asks Vivian to go to his room in penthouse. Penthouse is a type of room which is very big and beautiful. This type of room only can be found in high class hotel that can be rent by a rich man. After making deal for staying a night with Edward, Vivian asks Edward what should be done with him at that night. Because Vivian is a prostitute, she thinks that she must serve Edward as soon as possible. It just takes and gives service but Edward doesn't think like Vivian. He books Vivian because he needs a friend for accompanying him to change his ex girlfriend Jessica. Jessica can't accompany him in Beverly Hills. He looks surprised at the first time seeing Vivian because Vivian belongs to a smart and interesting girl although she is a prostitute. Edward is a rich and success businessman so he never sees the girl like Vivian. It is why he decides to book her. After talking about the room and Vivian's job, Vivian asks Edward for paying her before she serves him. Because Edward too enjoys his conversation while he observes her attitude, he forgets to pay her. Edward asks forgiveness to Vivian through the words **I'm sorry** for expressing his forgetfulness directly. He wants to cover his mistake by showing a smile and expressing his apology.

Although both of them know each other for several hours, their relationship as the tenant and a hired girl make a distance in which they have a deal to make a business relationship. The difference of their level depicts the social status which separates their relationship. It is why Edward chooses **I'm sorry** which depicts the formal condition and restores the situation.

07/PW/Sifcu/Forg-Expa

The setting of the conversation is in the living room of the penthouse at night. There is a small bar near the living room with some expensive drinks and champagnes. Edward stands near the big sofa and Vivian stands near the bar while the bellboy stands besides Vivian. The lights of the big and artistic lamp shine the living room. The light makes the situation romantic. The bellboy wears a white coat and gloves in his hand.

Waiter : Where would you like it?
 Vivian : Where would you like it?
 Edward : Put it on the bar
 Vivian : **Excuse me, what are you looking at?**
(Vivian stares back at the waiter)
 Edward : I think he wanted you to tip him

Data Interpretation

Edward books a bucket of champagnes and a pack of strawberries. When he talks with Vivian about their lives, someone knocks the door. Vivian opens the door and the bellboy appears with a bucket of champagnes and a small pack of strawberries in his hand. Edward asks him to put these things in the small bar of that room. The bellboy finishes his job and stands besides Vivian waiting for another instruction while he is observing Vivian's body from her hair until foot. He is surprised with Vivian's attitude and clothes because the penthouse's guests

are always tidy and polite. Feeling uncomfortable, Vivian says apology expression for knowing why the bellboy observes her like that. She thinks that she perhaps does something wrong. She expresses her confusion using request for forgiveness with giving explicit explanation **Excuse me, what are you looking at.** Through saying those expressions directly, Vivian wants to know the explanation of the bellboy why he stares her like that and to maintain the harmony between them. The difference of their level of position in that room depicts the formal situation. Although Vivian is a hooker but she has a position as a guest in that hotel so the formal situation makes her choose the formal apology. It is why she uses **excuse me what are you looking at.** Because Vivian doesn't know that the bellboy waits her giving tip, she says this expression. It is why she is confused with the condition until Edward explains her mistake.

08/PW/Nafra/Regr

The setting of place is the bathroom of the penthouse. There is a bathroom sink, a big mirror and a towel hanging on the wall. On the bathroom sink, there is a twilight lamp. The brown color of the wall makes the situation seem comfortable. Vivian who stands in front of the bathroom sink washes her hands. She still wears her sexy tank top, mini skirt and a blonde wig while Edward stands besides her.

Edward : What do you have in your hand...put your hand?
 Vivian : Nothing
 Edward : I don't want drug here. Take your things and money and go out!
 Vivian : I do break. I stopped using drug around fourteen.
 Edward : What is it? Yarn tooth?
 Vivian : There are many strawberry seeds. Should not neglect your gums!
 Edward : **I'm sorry.**
 Please continue.

Data Interpretation

After enjoying champagne and strawberry together with Edward, Vivian goes to the bathroom to wash her dirty hand and clean her tooth from the strawberry seeds. After she finishes washing her hands, she wants to clean his tooth but suddenly Edward enters to the bathroom. Vivian is surprised and she tries to hide her dental string in her hand because she is shy to use the dental string in front of him. Edward thinks that Vivian will use drugs before she serves him. Edward is suspicious with her. He forces her to show her hands because he knows that Vivian hides something in her hands. Edward is angry with her and he tries to expel her. He says that he doesn't like Vivian using drugs in his room. Finally, he finds dental string in Vivian's hand and he knows that Vivian just wants to clean her tooth from strawberry seeds by using this instrument. Edward considers that a hooker will use drugs before serving her client. Vivian is a hooker so she will do the same thing. Edward accuses her that she uses drugs. Edward tends to make her realize that she is only a hooker and she has a bad impression. Edward's utterances give explanation as if someone in the lower status have lower attitude especially a hooker. Edward realizes that he makes a serious mistake. He has insulted Vivian and he really hurts her feeling. His utterances have insulted Vivian's feeling related to her job and her social status. He expresses her regret by using apology act, **I'm sorry** directly. The nature of infraction in which Edward insults Vivian and hurts her feeling make her feel disappointed with him. It is why he chooses to say **I'm sorry** because it is more politely rather than says **sorry**. He expresses this expression with lower tone and smile holding Vivian's hands to restore the interactional balance between them. It means that he wants to repair his

serious mistakes through his mimics and gestures. The relationship between them distantly has space after Edward has humiliated her so he chooses to express his regret by using formal words to decrease Vivian's angry.

09/PW/Refit/Impa

The setting of place is in the dining room of the penthouse. There are six chairs and one big table. Some kinds of food, a cup of coffee and a glass of juice are served on the table. Edward sits on one of the chairs using dark blue pajamas. He is reading a newspaper while Vivian comes from the bedroom standing near Edward. She wears white pajamas with reddish curly hair hanging loosely. She looks beautiful and she seems so happy.

Vivian : Hay?
 Edward : Well, Good morning?
 Vivian : Red.
 Edward : Better
 Vivian : **You didn't wake me. I'll be out of here in a minute.**
 Edward : No hurry. Would you like some breakfast?
 Vivian : Only if you do

Data Interpretation

After spending a whole night with Vivian, Edward has breakfast in the dining room. He looks so fresh and happy. He still wears dark blue pajamas. He sits on the chair in the dining room reading a newspaper when Vivian comes from the bedroom. She still wears white pajamas with reddish curly hair hanging loosely. She approaches Edward and sends a smile for him. Vivian feels that she does something wrong because she wakes up too late. Edward makes a deal with Vivian that he only books her a night so the time is up for her to stay there. She should go out from the penthouse soon. For restoring his mistake, she says

implicit explanation indirectly that she is so sorry for waking up late through the words **you didn't wake me. I'll be out of here in a minute.** Vivian uses implicit apology because she wants to confess her fault through the implicit explanation and giving smile to Edward. She does it in order to cover her carelessness. Moreover, they also have close relationship as a couple because they have spent the whole night together. The situation of the conversation in the diningroom of the penthouse also shows the informal situation. This condition makes Vivian decide to express her apology indirectly toward Edward through implicit explanation.

12/PW/Nafra/Impa

The conversation takes place in a big boutique at noon. Vivian wears her sexy tank top with mini skirt, high heels boat and her reddish hair hanging loosely. It gives impression that she is a naughty girl. There are many modern women clothes hanging on the shelves and some of them are displayed on the window display. Three beautiful saleswomen wearing modern and conservative clothes see her with their confused face. Vivian stands near a woman statue wearing modern clothes. She observes and touches the clothes. Two of the saleswomen stand besides her while they observe Vivian's attitude. They wear dark brown trousers and grey blazers and the other one of saleswomen serves the other purchaser. In the back of them, there are some pots of cactus.

Vivian : You have beautiful things. How much is this?
 Saleswoman : I don't think it would fit you.
 Vivian : I didn't ask if it would fit. I asked how much it was.
 Saleswoman : It's very expensive.
 Vivian : I'm going to spend money.
 Saleswoman : **I don't think we have anything for you here.**

You're obviously in the wrong place. Please leave...

Data Interpretation

Edward asks Vivian to buy modern and conservative clothes because he invites her to have dinner together with his colleagues. He gives her much money for shopping because he wants to look Vivian's appearance better. Vivian goes shopping to one of big and famous boutiques in Rodeo Street. When she asks a saleswoman, she answers with rude and teased voice. This condition makes Vivian feeling uncomfortable. Vivian feels that the saleswoman decreases her level of social class. Although she is a hooker, she can buy some expensive clothes. The saleswoman doubts about Vivian's attitudes because she knows from Vivian condition. She seems like a bitch and it depicts her status. Then, she tries to be nice and asks again about the clothes to the saleswoman but she answers her question by saying apology **I don't think we have anything for you here**. The saleswoman says apology expression implicitly and indirectly to Vivian because she can't give something to Vivian. She considers that Vivian can't buy some expensive clothes. The saleswoman wants to remind her about her status so she teases and insults her indirectly. The relationship between them as a buyer and a seller is as the reason of the saleswoman to use implicit explanation. It restores the condition and maintains the social relationship. The condition of the conversation makes the saleswoman expresses her refusal of Vivian attending by using implicit explanation. It covers the real meaning of her dislike toward Vivian.

15/PW/Sifcu/Forg-Expa

The conversation occurs in the lobby of the Beverly Hill hotel at evening. Edward stands in front of the telephone wearing a black coat. He seems tidy and handsome. He holds the handle of telephone in his left hand. The hotel manager stands behind him wearing a black coat. Surrounding them, there are some guests walking together entering the hotel and some other guests stand besides the front office desk talking with the receptionist hotel. The situation seems too bright in which there are some big and beautiful lamps shine the hotel lobby.

Hotel manager: Good evening sir? I'm Mr. Thompson, manager of the hotel

Edward : **Excuse me, I want to call.**

Hotel manager: I have a message for you, Sir.

Edward : From whom?

Hotel manager: From your niece

Edward : Who?

Hotel Manager: The young lady staying with you last night.

Edward : We both know. She is not my niece.

Hotel manager: Yes, Sir.

Data Interpretation

Edward already comes from his office. He still seems tidy and handsome although there are some works and projects that must be finished in his office. He goes to the hotel early because he has an appointment with Vivian to have dinner together with his colleagues. She wants to check Vivian whether she is ready or not having dinner. He wants to call her using the telephone in the lobby of the hotel when the hotel manager comes close to him. He greets him and introduces himself to Edward. He wants to tell that he brings a message for him from Vivian but he doesn't know her real name. He just says that Edward gets a message from her niece. It makes Edward confused and feel uncomfortable with the situation.

He asks forgiveness to the hotel manager through the words **Excuse me, I want to call**. Edward feels disturbed by the hotel manager when he wants to call Vivian. He is in hurry to pick up Vivian and he has been late. It takes times so he applies apology acts with explicit explanation to ask permission politely to the hotel manager for calling Vivian. The situation in the hotel depicts the formal situation in which there are some guests surrounds them and the relationship between them as a guest and a hotel manager makes Edward choose **excuse me** rather than **sorry** to maintain the relationship between them considering Edward as a special guest which always stays in that hotel.

18/PW/Sifcu/Regr

The conversation happens in the Rex Restaurant at night. It is a big and famous restaurant in Beverly Hills. There are many rich and high class people having dinner together in their table with their friends, family and colleagues. Edward, Vivian, Mr. Morris and David Kross sit around the circular table. On the table, there are some food and drinks and a small twilight lamp in the middle of the table. Edward, Mr. Morris and David Kross wear coats while Vivian wears a beautiful black dress. She looks so pretty and elegant.

Mr. Morris : I ever meet your father. His name is...
 Edward : Carter Lewis
 Mr. Morris : He is not quiet blaster like everybody says it
 Edward : No. I'm blaster.
 Mr. Morris : Is it making you proud?
 Edward : I doubt it. It is not really matter now. He passed away.
 Mr. Morris : I'm not hearing. **I'm sorry...**

Data Interpretation

Edward invites Mr. Morris and his son, David Kross to have dinner together discussing their business. Mr. Morris talks about his company and his business. He also talks about Edward's father and his personality. He says that he ever meets Edward's father and talks together about their business. Edward's father is well known as an ambitious businessman. Mr. Morris states that Edward's father is not like what people say about him. He is so nice and he is not too ambitious person. Answering the statement, Edward confesses that her father is not an ambitious businessman. Edward also says that his father's attitudes and personality are not quiet important anymore to be talked because he has passed away. Mr. Morris has broken the social norms and the harmony of their relationship as business colleagues after he tells the bad issues of Edward's father. He feels so regret because he discusses the bad issues of dead man. Edward's statement about his father makes Mr. Morris say his apology through the words **I'm sorry** directly because he never hears this bad news. The relationship between them as business colleagues and the formal situation of the restaurant make Mr. Morris utter apology through the words **I'm sorry**. By using these words, he wants to restore the broken social norms and to keep the harmony of their relationship so there isn't misunderstanding between them.

19/PW/Nafra/Regr-Expa

The setting of place is in the Rex Restaurant at night. It is a big and famous restaurant in Beverly Hills. There are many rich and high class people having dinner together in their table with their friends, family and colleagues.

Edward, Vivian, Mr. Morris and David Kross sit around the circular table. On the table, there are some food and drinks and a small twilight lamp in the middle of the table. Edward, Mr. Morris and David Kross wear coats while Vivian wears a beautiful black dress. She seems so pretty and elegant.

David : Oh no... you got politician package also now?
 Mr. Morris : Calm down David. Mr. Lewis is very horrible.
 Edward : Yes...yes I do
 David : I heard. I think pretty enough of this. Vivian. It is a great to meet you.
I'm sorry. I want to get fresh air.
 Mr. Morris : I'm better join with my grandchild. It'll be delicious. Enjoy your dinner. Good luck Miss Vivian.

Data Interpretation

Edward makes a meeting with Mr. Morris, a bulky self made millionaire industrialist and his son, David Kross a handsome man in his early thirties. Edward wants to persuade Mr. Morris to sell his company, Kross Enterprises, to him. It is why he invites them to have dinner together to talk about it. Mr. Morris still wants to defend his company because he builds Kross Enterprises by himself. He knows every man who ever worked there by his name. He doesn't like if Edward takes over his company to be changed into a glorified real estate. Because Mr. Morris still defends his company, Edward threatens him. He wants to involve the politician voice to help him. This threat makes David Kross, the son of Mr. Morris angry but their business relationship as business colleagues makes him insults Edward to control the condition. He says that Edward can't defend by himself to win their company so he must join with politicians to accelerate his goal. Realizing that he has insulted Edward, David Kross uses expression of regret to ask apology. He expresses her regret because the mistake that he has done to Edward. He also uses explicit explanation of apology to cover his angry. Through

the sentence **I'm sorry. I want to get fresh air**, he wants to stop this meeting with giving explanation that he wants to go politely and he don't want to continue their business. David Kross chooses to use this polite and formal apology to reduce the strained situation after their fight and leaves good impression in front of Edward and especially Vivian.

20/PW/Sifcu/Regr

The setting of place is in the balcony of the penthouse at night. After having dinner together with Mr. Morris and his son, Vivian and Edward go back to the hotel and take a rest for a while in the balcony of the penthouse. Vivian still wears her black elegant dress sitting on the fence of balcony of penthouse facing Edward while Edward still wears his black coat sitting on one of the chairs in the balcony. The situation looks twilight because there is no light. The light only comes from the lamps in the living room.

Edward : Get down from there. I'm nervous to see you. Please calm down.
 Vivian : Making nervous? How about if I stand aslant like this. Would you rescue me if I fall?
 Edward : I'm serious. I'm not looking
 Vivian : It's really high. Look! No hand...no hand...OK...Alright...**I'm sorry.**

Data Interpretation

After having dinner together with Mr. Morris and his son, Vivian and Edward go back to the hotel and take a rest for a while in the balcony of the penthouse. Vivian still wears her black elegant dress sitting on the fence of balcony of penthouse facing Edward while Edward still wears his coat sitting on one of the chairs in the balcony. They discuss their dinner with Mr. Morris and the death of Edward's father. Sometimes, they make jokes and laugh together.

Edward is a type of person who is afraid of height. That is why he chooses to sit near the window which limits the living room and the balcony. Vivian teases Edward with a joke that she can sit on the fence of the balcony without holding the fence. She hopes that Edward will rescue her if she falls from the balcony. This condition makes Edward feel afraid and nervous so he asks Vivian to get down from the fence. Seeing Edward worried and angry with her, Vivian says apology directly. She confesses her regret because she has teased him. It makes him feel anxious and disturbed. The words **I'm sorry** depict that Vivian chooses formal apology to repair her mistakes. She wants to make sure that she is really serious asking the apology act it is why she uses formal apology. By using the expression of regret, Vivian wants to reduce the strained situation and to decrease Edward's angry.

22/PW/Sefra/Regr

The conversation happens in one of the famous and big boutiques at noon. Edward wears a dark blue coat standing near a desk while he is holding a telephone. In front of him, a boutique manager wears a black coat standing for waiting his next instruction. Vivian stands in the middle of boutique. Three beautiful saleswomen wearing modern clothes are around her and they tries to show some beautiful clothes. Vivian wears a mini blue skirt and a sexy tank top covered by a white shirt. She lets some buttons of the shirt open. Behind Vivian, there is a middle old woman choosing some clothes and a saleswoman who accompanies her. There are many modern elegant dress clothes hanging on the shelves and some of them are displayed in the display window.

Boutique manager : OK Sir... How's going survive? Everything is OK?
Edward : I think we need some majors better

Boutique manager : Alright Sir. You're not only handsome but also having authority
Someone is that you want reconsider?
Edward : Not me. Her...
Boutique manager : **I'm sorry Sir...I'm sorry...**

Data Interpretation

Edward asks Vivian to go shopping to buy some clothes. He delivers her to look around in the big and famous boutique in Rodeo Street. Vivian tries some clothes busily accompanied by three saleswomen while Edward calls Stuckey to discuss about their business in the telephone. When he is talking Stuckey, the boutique manager asks his opinion about the clothes and he also asks how much he wants to spend his money in that boutique. Edward answers that he will spend much money for buying the clothes. The boutique manager considers Edward as a rich man who has a great authority so he always respects to Edward's instructions. Edward doesn't like to see the boutique manager's attitudes so he asks him to give his attention to Vivian not to him. Realizing that he has done something serious wrong, the boutique manager says formal apology directly to bring back the interactional balance and to restore the broken social harmony. The respect feeling of the boutique manager toward Edward makes him choose to say **I'm sorry Sir...I'm sorry...** for reducing his mistake. The words **I'm sorry...** which are said twice by the boutique manager describe the confession of his regret toward Edward. He realizes that Edward has higher social status than him makes him say this apology twice.

24/PW/Sifcu/Forg

The conversation takes place in the meeting room. Edward and Stuckey sit on the chair and there is a big oval table in front of them. Edward wears a black coat while Stuckey wears a grey coat. Edward sits besides Stuckey's chair. Behind Edward, there is a beautiful painting of an ancient building. There are also many file, papers and some cups of coffee on the table. Edward looks so tired while Stuckey looks so happy and fresh. When Edward reads the file, Stuckey tells his planning for Kross Enterprises.

Stuckey : You were right about Morse. He mortgaged everything he has down to secure loan from the bank.
It is not just any bank. Plymouth Trust

Stuckey : Your business is more important than Mr. Morse. It's go on the Bank.

Edward : Yeah...

Stuckey : **Excuse me, Edward, what the hell is wrong with you this week?**
You give Morse chance for run away.

Edward : You know what I hate when I'm Child?

Stuckey : What?

Edward : Blok

Data Interpretation

After doing a meeting with his employees, Edward discusses about Kross Enterprises with Stuckey's. While hearing Stuckey's explanation about their planning, Edward reads the file of Kross Enterprises. Stuckey's looks so happy because they will buy the Kross Enterprises soon. Stuckey tells that Mr. Kross mortgages all of his properties to get a loan from the bank. The bank chosen by Mr. Kross is Plymouth Trust whereas Edward has a good connection with Plymouth Trust owner. He only calls the bank manager to cancel the loan of Kross Enterprises so Mr. Morris will let them to buy his company. Unfortunately, Edward refuses Stuckey's planner. It makes Stuckey confused and shocked.

Stuckey chooses to request for forgiveness to Edward by saying **Excuse me, Edward, what the hell is wrong with you this week?** directly with high tone and confused face. Stuckey deplores Edward's decision about Kross Enterprises. To confess his deploring, he chooses formal and polite apology toward Edward so he will answer his question without being angry. Because the situation is in the formal situation in which there is a business meeting and the difference of their position as a boss and a lawyer makes Stuckey choose in saying **excuse me** rather than **sorry**.

25/PW/Sefra/Regr-Expa

The setting of place is in the bedroom at night. After seeing horse race, Vivian and Edward go back to the hotel. They enter to the bedroom. There is an opened window of bathroom in the bedroom. There is a big and clean bath up. Vivian wears a dress and Edward wears a coat. Edward sits on the bed with dark red coverlet while he tries to remove his coat and shoes. Vivian stands in front of a table while she tries to open a bottle of drink. The dark red wall of the bedroom makes the situation blurred.

Vivian : If you want to tell everybody I'm a hooker. Why didn't you just let me use my own clothes? OK! With my own clothes I can face Stuckey come to me. I can handle. I'm preparing.

Edward : **Really sorry. I'm not happy with what Stuckey at all saying at during that. He is my turning a lawyer since ten years. He guests you're such kinds Industrial spy.**

Vivian : Are you my pimp now? You're thinking just packing me under your friend? I'm not your toy.

Edward : You're not my toy. I know you're not my toy...
Vivian! Vivian! I'm talking to you! Come back you!

Data Interpretation

Vivian and Edward fight after they see horse race together. They fight about Stuckey's attitudes. Stuckey tries to make a date with Vivian after she finishes spending her time with Edward. Stuckey considers Vivian like a professional hooker of Hollywood Boulevard and he persuades her at the same time he teases her. Vivian gives complaints about Stuckey's attitudes to Edward. She doesn't like him. She also hates Edward because he tells Stuckey that she is a hooker. It is why Stuckey behaves impolitely to Vivian. Edward's statement about Vivian makes her feel guilty. She is so sad and she considers that Edward hurts her accidentally. Edward doesn't feel that he does something wrong by telling Vivian's background to Stuckey. It makes Vivian get angry. Edward realizes his serious mistake that he already hurts Vivian's feeling. He never expects that Stuckey will ask Vivian's status and background. He says apology explicitly through explicit explanation **really sorry. I'm not happy with what Stuckey at all saying at during that. He is my turning a lawyer since ten years. He guests you're such kinds Industrial spy.** The big mistake which has been done by Edward makes him say 'really sorry' to Vivian with sadness face and low tone. He confesses his mistake by giving explanation to Vivian. He tries to explain to her that Stuckey curious her as a spy of their bussiness enemies. Edward should tell the truth of her background to him to make him understand Vivian's position and to clear the problem between them. Their close relationship which is intimate makes him choose to use apology to Vivian. This apology describes the informal situation.

26/PW/Sefra/Regr-Expa

The conversation is in the bedroom of the penthouse at night. After seeing horse race, Vivian and Edward go back to the hotel. They enter to the bedroom. There is an opened window of the bathroom. There is a big and clean bath up. Vivian wears a dress and Edward wears a white shirt. His coat is put on the bed. Edward stands near the bed with dark red coverlet while Vivian stands in front of him. They fight while they are standing face to face. The dark red wall of the bedroom makes the situation blurred and strained.

Edward : You're a hooker and you're my employee
 Vivian : You don't own me! I say! I say who! When! I say who!
 Edward : I don't want fight with you. **I say sorry!** That's the end
 Vivian : **I'm sorry ever met you. I'm sorry I ever go to your stupid car!**
 Edward : You say like there are many more appealing options.
 Vivian : I never feel that anyone kicks me like this.

Data Interpretation

Vivian and Edward are mixed up with a great fight. They fight about Stuckey's statements that hurt Vivian's feeling. He confesses to her that he wants to book her after she spends her time with Edward. Vivian is so angry because Edward tells Stuckey that she is a hooker. She considers that Edward will respect her and love her but Edward just considers her as a hooker. Edward confesses that he tells the truth about Vivian's background to Stuckey. He never thinks that Stuckey will say something rude to her and he never tries to make her disappointed. For reducing his big mistake, He says his regret through the expression of regret **I say sorry** with the high tone and strained face directly. He wants to show that he is really regretted. While Vivian also says apology with giving explicit explanation to Edward through the sentences **I'm sorry ever met**

you. I'm sorry I ever go to your stupid car! By using two apology strategies, Vivian confesses that she is really sorry for the serious mistake that she has done. She is really regretted because she ever enters to Edward's life. She has made Edward's life in disorder and messy. Their social harmony has broken after they are fighting and it makes their relationship do not close anymore. It is why to maintain their relationship and to restore the broken social harmony, both Edward and Vivian choose to say formal apology.

27/PW/Sefra/Regr-Expa

The conversation takes place out of the door of the penthouse. Vivian brings some clothes in her hands and a small bag in her arm. She wears a dress with sadness face. She stands in front of the lift near the door of penthouse. Edward stands besides her wearing his shirt with one button open. His hair looks so tousled and his face looks so regret something. There are two small and artistic lamps hanging on the brown wall. In the corner, there is a big ceramic pot standing between the lamps and the door of penthouse. The door of penthouse is opened by Edward.

Edward : **I'm sorry. I was not preparing to answer questions about us. I'm stupid and cruel. I didn't mean it. I don't want you to go. Please stay a week?**

Vivian : Why?

Edward : I saw you talking with David Morse. I don't like

Vivian : We just talking

Edward : I don't like

Vivian : You hurt me

Edward : Yes...

Vivian : Don't do it again.

Data Interpretation

After fighting with Edward about Stuckey's attitude and Edward's statement, Vivian decides to leave Edward and cancel their deal. She feels so pain hearing Edward's statement about her. She considers that Edward will threat her more politely. She wants their relationship more than a couple. She wants Edward to marry her and forget her background. She imagines that they can live together happily but Edward doesn't agree with her imagination. If the deal is over, their relationship will be over. Vivian realizes this condition that it is impossible to live together with Edward and to make her dream comes true so she decides to leave him as soon as possible. When Vivian wants to leave the penthouse, Edward tries to pursue her. She still waits for the lift opens when Edward comes and persuades her to go back. He confesses his serious mistake by saying expression of regret with giving an explicit explanation **I'm sorry. I was not preparing to answer questions about us. I'm stupid and cruel. I didn't mean it. I don't want you to go. Please stay a week?** Through those expressions, he confesses his serious mistakes and reduce strained situation directly. Edward decides to choose **I'm sorry** with explicit explanation rather than **sorry Vivian**. It describes the distantly space of their relationship because they already fight. It is why Edward chooses to use more formal apology rather than informal apology.

29/PW/Sifcu/Forg-Expa

The setting of place is in the meeting room. There are seven people in this room. They are Edward, Stuckey, Mr. Morris, David Kross and four employees. Edward stands in front of the table and the others sit around an oval

big table. On the table, there are some file, papers and some cups of coffee. They wear black coats. Behind Edward, there are three big windows and some vase of flowers on the corner of the room. From these windows, we can see many buildings stand strongly.

Mr. Morris : I'm not so concern about me but people who working for me.
 Stuckey : They will be take care. Let's observe the contract!
 Edward : **Excuse me, I like to speak to Mr. Morris alone.** Thank you
 Stuckey : OK gentlemen just wait outside.
 Edward : You too Stuckey
 Stuckey : What do you mean? I mean I like to speak with Mr. Morris alone

Data Interpretation

Edward's company wants to buy Kross Enterprises from Mr. Morris. To discuss about it, Edward holds a meeting in his company. Mr. Kross still doesn't agree with Edward's planning after he buys Kross Enterprises. He wants to break Kross Enterprises into some small companies and sells them. Mr. Morris as the owner of Kross Enterprises wants to defend his company. If his company is broken into some small companies, he will lose his company and his image in the society. To make a great deal with Mr. Morris, Edward decides to speak alone with him. It is why he says formal apology to the others to leave them. Trough the words **Excuse me, I would like to speak to Mr. Morris alone**, he requests for forgiveness to the others by giving explicit explanation. It is to maintain the harmony between them. The formal situation and the position of him as a boss make him choose formal apology rather than informal apology directly. This expression describes that Edward respects with another employees and he asks them to go out from the meeting room politely without making them angry.

C. Discussion

This subchapter is discussion. It presents about some findings that are gained from all data in the previous subchapter. These findings are based on the problem statements that are presented by the researcher. The aims of this research are to find out the types of apology strategy used by the characters in the film entitled “Pretty Woman”, the factors which determine the choice of strategy of apology used by the characters in the film entitled “Pretty Woman “and the function of apologizing acts in describing the relationship between the characters in the film entitled “Pretty Woman “.

1. The types of apologizing acts used by the characters in the film entitled “Pretty Woman”.

The researcher found that there are seven types of apology strategy used by the characters in the film entitled “Pretty Woman”. They are expression of regret, offer of apology, expression of self deficiency, request for forgiveness, implicit explanation, explicit explanation and expression of lack of intent. Expression of regret is direct apology in which an apologizer may choose to express his or her apology explicitly. He or she will try to show his or her regret directly. These expressions are found in data 01, 02, 05, 08, 16, 18, 19, 20, 21, 22, 23, 25, 26 and 27. Expression of regret usually is typically realized by using the words “I’m sorry”.

Offer of apology is type of direct apology in which the apologizer may choose to express his or her apology explicitly. It prospects addressee action and it is for the speaker’s benefit. Offer of apology usually is typically realized by using the words “I apologize or I hereby apologize for...” It is

found in the data 03. Meanwhile expression of self deficiency is one of indirect apology which belongs to acknowledge responsibility. It is the strategy in which the complainee feels guilty by saying self deficiency expressions. Expressions of self deficiency can be found in the data 04, 10, and 30. Request for forgiveness is one of the direct apologies. The apologizer will request forgiveness of his or her mistakes to the offence explicitly by saying "I'm sorry, pardon me or excuse me" Data which contain of this expression are 06, 07, 13, 15, 17, 24 and 29.

The next is implicit explanation. Implicit explanation is the strategy of apology in which a complainee may try to mitigate his or her guilty by giving an explanation or account of the situation implicitly. These expressions of apology can be found in data 04, 09, 10, 11, 12, 14 and 31. While explicit explanation is the strategy of apology in which a complainee may try to mitigate his or her guilty by giving an explanation or account of the situation explicitly. The data are 05, 07, 15, 19, 25, 26, 27 and 29. The last is expression of lack of intent. Expression of lack of intent is one of indirect apologies in which the complainee using apology to express her or his lack of goal. The data which contain of this expression is data 28. From 31 data, some of them apply two apology strategies. Those data use more than one of apology strategies because the serious offense which has been done by the characters in the film entitled "Pretty Woman". If the offender uses more complex apology strategy, it means that the offender does more serious offense to the offended.

2. The factors which determine the choice of strategy of apology used by the characters in the film entitled “Pretty Woman “

Based on the data analysis above, it can be seen that there are five factors which determine the choice of apology used by the characters in the film entitled “Pretty Woman”. They are the nature of infraction, the severity of infraction, the situation in which the infraction occurred, the relative familiarity between the interacts and the sex between the interacts.

The nature of infraction deals with the kind of social damage which is done by the apologizer like hitting one’s car, stepping one’s toe or insulting someone. It is also as a kind of physical injury or other damage like insulting or teasing someone else. Most of them belong to social damage. The offender will use this factor when he has insulted the offended. The offended will feel uncomfortable and unhappy with the offender’s statements or acts. The data which used these factors are 08, 12, 19 and 28. The severity of the infraction is the seriousness of the offense. If someone chooses more complex of apologizing strategy, he or she has made more serious offense. The seriousness of the offense done by the offender happens when he does serious mistake like decreasing someone’s status or mocking someone’s feeling. It really influences the offended and hurts his feeling. The offended will be really angry. This factor can be found in the data 02, 05, 10, 14, 22, 25, 26 and 27.

Meanwhile, the situation in which the infraction occurred relates to the formality situation in which the offense takes place. The choice of strategy of apology in the formal situation will be different from the choice in the intimate

situation. The situation in which the infraction occurred has the highest position in influencing the choice of strategy of apology. Most characters use this factor when they are in the informal situation and they have different status whether in the higher status or the lower status. They will use formal expression of apology like “excuse me”, “I’m sorry” or “apologize”. Dealing with this factor, it seems that the formal situation which almost covers all data makes the offender often use formal apology strategy. The data used this factor are 01, 03, 06, 07, 13, 15, 16, 17, 18, 20, 21, 23, 24, 29 and 31. The relativity between the interacts is how the relationship between the offender and the offended whether they have close relationship or not. For example: Someone will say “Please, forgive me” to a stranger but they will say “Take it easy boys” or “C’mon guys” to a close friend. The offender will use this factor when he has romance relationship or friendship with the offended. Most of the data which use this factor apply the informal apology like “sorry” to describe the relationship between the offender and the offended. This factor can be found in the data 04, 09 and 11.

The last is the sex between the interactants. This is the choice of apology strategy used by female and male. This strategy depends on the context and the culture of the conversation happens. Both the offender and the offended will use this factor when they break the social norm between them. The different status will influence them to use this factor like a male should do apologizing when he does the offense to his couple or his wife to reduce and restore the social harmony between them. The data are 30.

3. The function of apologizing acts in describing the relationship between the characters in the film entitled “Pretty Woman”.

From the explanation in the discussion number 1 and 2 above, we can know that people use apologizing acts in the different ways based on their requirement. The function of apologizing acts can depict the relationship between the characters in that film. From the analysis, we can find that there are some functions of apologizing acts in describing the relationship between the characters in the film entitled “Pretty Woman”. The characters use apologizing acts to create social goal of maintaining the harmony between the characters. The offender tries to make the relationship well and to reduce the suspense which is emerged by them. Almost the data uses apology acts related to this function. The offender will tries to maintain the harmony with the offended after he breaks the social harmony because the mistakes that he has been done. Although the offender do not always succeed in maintaining the social harmony but they tries to use apology to make the condition better than the previous. If the offender fails in maintaining social harmony with the offended, it indicates that they use inappropriate strategy of apology. The offender also uses the acts of apologizing to restore interactional balance with the offended. Here the offender tries to make a remedial effort for having an offensive act. They attempt to placate the offended by giving an explanation or admitting the fault. Even in some data, it is hardly enough to placate the offended, if the gravity of the offense is verbal acts of apology. Therefore, non verbal acts may be needed, as seen in data 02 (the offender expresses sadness face) and data 03, 05 (the offender gives a smile).

Sometimes the offender applies apology acts to reduce the strained situation after he does something wrong. He wants to cover his mistake by asking apology. This function is usually used when the offender and the offended fight a complicated problem and they have not find the solution for this problem. As seen in data 25 and 26, the offender and the offended mixed up with a great fight. They fight about a big problem and they have to fight to find the solution. The offender asks apology acts to reduce the strained situation and to make the condition more relax than the previous.

The offender also use apology acts to reduce or prevent the offended's anger. When the offender does something wrong and it can make the offended angry, he will ask apology to reduce or prevent the offended's anger. It is to make the condition better. We can found in the data 02, 05, and 25.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

The conclusion is drawn based on the results of the data analysis as the answers to the problem statements. The conclusions are as follow:

1. Based on data analysis, there are seven types of apology strategy used by the characters in the film entitled “Pretty Woman” namely expression of regret, offer of apology, expression of self deficiency, request for forgiveness, implicit explanation, explicit explanation and expression of lack of intent. Expression of regret is a direct apology in which an apologizer may choose to express his or her regret explicitly and directly. Offer of apology is a type of direct apologies in which the apologizer may choose to express his or her apology explicitly. It prospects addressee action and it is for the speaker’s benefit. Meanwhile the expression of self deficiency is the strategy in which the complainee feels guilty by saying self deficiency expressions. Request of forgiveness is the strategy in which the apologizer will request forgiveness of his mistakes to the offence explicitly. Implicit explanation is the strategy of apology in which a complainee may try to mitigate his or her guilty by giving an explanation or account of the situation implicitly. While explicit explanation is the strategy of apology in which a complainee may try to mitigate his guilty by giving an explanation or account of the situation

explicitly. Expression of lack of intent is one of indirect apologies in which the complaine uses apology to express his lack of goal.

2. Based on the data analysis above, it can be seen that there are five factors which determine the choice of apology used by the characters in the film entitled “Pretty Woman” namely the nature of infraction, the severity of infraction, the situation in which the infraction occurred, the relative familiarity between the interacts and the sex between the interacts. From the five factors above, the situation in which the infraction occurred influences more to the choice of strategy of apology in the film entitled “Pretty Woman” than other factors. The other factors may only support its choice. Those factors could be explained as follows:

- a. The nature of infraction created by the characters is as a kind of physical injury or other damage like insulting or teasing someone else. Most of them belong to social damage. The offender will use this factor when he has insulted the offended. The offended will feel uncomfortable and unhappy with the offender’s statements or acts.
- b. The severity of the infraction is the seriousness of the offense. If someone chooses more complex of apologizing strategy, he has made more serious offense. The seriousness of the offense done by the offender happens when he does serious mistake like decreasing someone’s status or mocking someone’s feeling. It really influences the offended and hurts his feeling. The offended will be really angry.

- c. The situation in which the infraction occurred relates to the formality situation in which the offense takes place. The choice of strategy of apology in the formal situation will be different from the choice in the intimate situation. The situation in which the infraction occurred has the highest position in influencing the choice of strategy of apology. Most characters use this factor when they are in the formal situation and they have different status whether in the higher status or the lower status. They will use formal expression of apology like “excuse me”, “I’m sorry” or “apologize”. Dealing with this factor, it seems that the formal situation which almost covers all data makes the offender often use formal apology strategy.
- d. The relativity between the interacts is how the relationship between the offender and the offended whether they have close relationship or not. The offender will use this factor when he has romance relationship or friendship with the offended. Most of the data which use this factor apply the informal apology like “sorry” to describe the relationship between the offender and the offended.
- e. The sex between the interacts is the choice of apology strategy of female and male. This strategy depends on the context and the culture of the conversation happens. Both the offender and the offended will use this factor when they break the social norm between them. The different status will influence them to use this factor like a male should do apologizing when he does the offense to

his couple or his wife to reduce and restore the social harmony between them.

3. From the analysis in the chapter 4, we can conclude that there are five functions of apology acts, namely maintaining the harmony between the characters, restoring interactional balance with the offended, reducing the strained situation and reducing or preventing the offended's anger.

Those functions could be explained as follows:

- a. Maintaining the harmony between the characters is the function of apology acts to maintain the relationship between the offender and the offended. The offender tries to make the relationship well and to reduce the suspense which is emerged by him. The offender will tries to maintain the harmony with the offended after he breaks the social harmony because the mistakes that he has been done.
- b. Restoring interactional balance with the offended is the function of apology acts to repair the mistake of the offender. Here the offender tries to make a remedial effort for having an offensive act. They attempt to placate the offended by giving an explanation or admitting the fault.
- c. Reducing the strained situation is the function of apology acts to make the condition better than the previous. The offender will cover his mistake by asking apology after he has done something wrong toward the offended.
- d. Reducing or preventing the offended's anger is the function of apology acts to decrease the anger of the offended. When the offender does

something wrong and it can make the offended angry, he will ask apology to reduce or prevent the offended's anger.

Suggestions

There are still many cases on the study of apologies. It is suggested to other researchers who are interested in Socio-Pragmatics study to conduct a research focused on the same point about the apologies depicted in other movies. This research can also be a stimulant for other researchers to make a better research about apologizing acts. It is also possible for the researchers to conduct the study of apologies on other sources such as drama and novel. Moreover, the researchers can also conduct further analysis of apologies from different point of views such as the apologies behavior in the sex differences.

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APPENDICES

01/PW/Sifcu/Regr

Susan : Edward!
Edward : Susan!
Susan : **I'm sorry hearing for Carter**
Edward : Oh...yeah. Thanks.
I heard you got married
Susan : I can't wait for you

02/PW/Sefra/Regr-Expa

Edward : I told my secretary for making arrangement. Did she call you?
Jessica : Yes, she did.
I think I often talk with your secretary than I speak to you.
I have my own life too, Edward.
Edward : **Sorry. This is very important week. I need you**

03/PW/Sifcu/Ofgy

Stuckey : What's up, where're you going?
Edward : Give me your car keys, will you, I'm going back to my hotel
Stuckey : At least stay for a drink. This party's for you.
Edward : **Apologize to Elizabeth from me**
(Stuckey gropes uncertainly in his pocket for keys)
Stuckey : Listen, there're some major local talents inside just dying to meet you...

04/PW/Refit/Sdef-Impa

Vivian : Looks slow tonight
(Looks at passing cars)
Kit : Maybe we should get a pimp. Carlos likes you and...
Vivian : Forget it. We work for it. We keep it.
(They keep hustling)
Kit : **I can't handle this tonight. I'm going home.**
(Vivian stares at her)

Vivian : That crack is burning a hole in your pocket. There isn't even milk in the fridge. The rent's due. Now come on...

05/PW/Sefra/Regr-Expa

Vivian : Oh...honey, you know what happen with my torn panty house? I'm not wearing panty house.
What color me happy? There is sofa here for two.

Edward : First time go up lift

(Saying to the guest of the hotel)

Woman guest : close your mouth dear!

(saying to her husband)

Vivian : **Sorry, I could mouth off**

Edward : Try!

06/PW/Sifcu/Forg

Vivian : Actually, I'm not a planner. I work with a kind of flavor to see my pants to go out from moment to moment. That's me.
You could pay me as you want to break the ice.

Edward : O...yeah. **I'm sorry.**
I think cash received

Vivian : cash usually to me

07/PW/Sifcu/Forg-Expa

Waiter : Where would you like it?

Vivian : Where would you like it?

Edward : Put it on the bar

Vivian : **Excuse me, what are you looking at?**

(Vivian stares back at the waiter)

Edward : I think he wanted you to tip him

08/PW/Nafra/Regr-

Edward : What do you have in your hand...put your hand?
Vivian : Nothing
Edward : I don't want drug here. Take your things and money and go out!
Vivian : I do break. I stopped using drug around fourteen.
Edward : What is it? Dental string?
Vivian : There are many strawberry seeds. Should not neglect your gums!
Edward : **I'm sorry.**
Please continue.

09/PW/Refit/Impa

Vivian : Hay?
Edward : Well, Good morning?
Vivian : Red.
Edward : Better
Vivian : **You didn't wake me. I'll be out of here in a minute.**
Edward : No hurry. Would you like some breakfast?
Vivian : Only if you do

10/PW/Sefra/Sdef-Impa

Edward : Baby, I have a business for you
Vivian : What do you want?
Edward : I'm going in the town until Sunday. Would you accompany me?
Vivian : Really...
Edward : Yes... I'll hire you as employee. Do you consider spending week with me? I'll pay you to be in my back, I call.
Vivian : **I like to be your backing call but you're rich. You are looking good. You'll get many girls free.**
Edward : I want to be professional. I don't want to work with love this week.

11/PW/Refit/Impa

Vivian : Can I call you Eddie
Edward : No, if you are serving the answer
Vivian : I was actually want you pay me 2000 dollars
Edward : I want pay 4000 dollars. See you tonight
Vivian : Baby, I'll treat you so nice. You never gonna let me go
Edward : **Three thousands, six days and Vivian I'll let you go.**
Vivian : But I'm here now.

12/PW/Nafra/Impa

Vivian : You have beautiful things. How much is this?
Saleswoman : I don't think it would fit you.
Vivian : I didn't ask if it would fit. I asked how much it was.
Saleswoman : It's very expensive.
Vivian : I'm going to spend money.
Saleswoman : **I don't think we have anything for you here. You're obviously in the wrong place. Please leave!**

13/PW/Sifcu/Forg

Hotel manager: **Excuse me, miss.** May I help you?
Vivian : I gonna to my room.
Hotel manager: You have a key?
Vivian : I forgot the card. I'm in top of room
Hotel manager: you're a guest?
Vivian : I'm with friend.
Hotel manager: how's that?
Vivian : Edward

14/PW/Nafra/Impa

Hotel manager: what is your name miss?
Vivian : What do you want?

Hotel manager: Don't play with me young lady!

Vivian : Vivian

Hotel manager: Thank you. Well, miss Vivian. **Things go on in other hotel don't happen in this hotel.** Mr. Lewis however is very special customer. We think about special customer as friend. As a customer, we expect Mr. Lewis will sign a n additional guest but as a friend we will ignore to look it. I think you will his relative?

Vivian : Yes

15/PW/Sifcu/Forg-Expa

Hotel manager: Good evening sir? I'm Mr. Thompson, manager of the hotel

Edward : **Excuse me, I want to call.**

Hotel manager: I have a message for you, Sir.

Edward : From whom?

Hotel manager: From your niece

Edward : Who?

Hotel Manager: The young lady staying with you last night.

Edward : We both know. She is not my niece.

Hotel manager: Yes, Sir.

16/PW/Sifcu/Regr

Vivian : You're late

Edward : **I'm sorry**

Vivian : You're forgiven

(She waits expectantly. He holds out an arm. She takes it)

Edward : Let's go to the dinner.

17/PW/Sifcu/Forg

Edward : Where are you going?

Vivian : I want to the ladies room.

Edward : upstairs to the right

Vivian : **excuse me**
Edward : try to me order first?
Vivian : yes, please do that. Thank you

18/PW/Sifcu/Regr

Mr. Morse : I ever meet your father. His name is...
Edward : Carter Lewis
Mr. Morse : he is not quiet blaster like everybody says it
Edward : No. I'm blaster.
Mr. Morse : Is it making you proud?
Edward : I doubt it. It is not really matter now. He passed away.
Mr. Morse : I'm not hearing. **Sorry...**

19/PW/Nafra/Regr-Expa

David : Oh no... you got politician package also now?
Mr. Morris : Calm down David. Mr. Lewis is very horrible.
Edward : Yes...yes I do
David : I heard. I think pretty enough of this. Vivian. It is a great to meet you.
I'm sorry. I want to get fresh air.
Mr. Morris : I'm better join with my grandchild. It'll be delicious. Enjoy your dinner.
Good luck Miss Vivian.

20/PW/Sifcu/Regr

Edward : Get down from there. I'm nervous to see you. Please calm down.
Vivian : Making nervous? How about if I stand aslant like this. Would you
rescue me if I fall?
Edward : I'm serious. I'm not looking
Vivian : It's really high. Look! No hand...no hand...Ok...Alright...**I'm sorry.**

21/PW/Sifcu/Regr

Edward : you and I such as same creature Vivian. We both screw people for

money.

Vivian : **I'm sorry hearing about your dad?** When did he die?

Edward : Last month.

Vivian : Do you miss him?

Edward : I have a half fourteen never meet him. I was not there when he died.

Vivian : do you want talk about this?

Edward : No...

22/PW/Sefra/Regr

Boutique manager : Ok Sir. How's going survive? Everything is OK?

Edward : I think we need some majors better

Boutique manager : Alright Sir. You're not only handsome but also having authority
Someone is that you want reconsider?

Edward : Not me...her.

Boutique manager : **I'm sorry Sir...I'm sorry...**

23/PW/Sifcu/Regr

Saleswoman : Hay? May I help you?

Vivian : No...thank you
Do you remember me?

Saleswoman : **No...I'm sorry.**

Vivian : You don't serve me yesterday. Do you work with commission?

Saleswoman : Yes

Vivian : Big mistake...big...huge. I want to go shopping again now.

24/PW/Sifcu/Forg

Stuckey : You were right about Morse. He mortgaged everything he has down to
secure loan from the bank.

It is not just any bank. Plymouth Trust

Stuckey : Your business is more important than Mr. Morse. It's go on the
Bank.

Edward : Yeah...

Stuckey : **Excuse me**, Edward, what the hell is wrong with you this week?
You give Morse chance for run away.

Edward : You know what I hate when I'm Child?

Stuckey : What?

Edward : Blok

25/PW/Sefra/Regr-Expa

Vivian : If you want to tell everybody I'm a hooker. Why didn't you just let me use my own clothes? OK! With my own clothes I can face Stuckey come to me. I can handle. I'm preparing.

Edward : **Really sorry. I'm not happy with what Stuckey at all saying at during that. He is my turning a lawyer since ten years. He guest you're such kinds Industrial spy.**

Vivian : Are you my pimp now? You're thinking just packing me under your friend? I'm not your toy.

Edward : You're not my toy. I know you're not my toy...
Vivian! Vivian! I'm talking to you! Come back you!

26/PW/Sefra/Regr-Expa

Edward : You're a hooker and you're my employee

Vivian : You don't own me! I say! I say who! When! I say who!

Edward : I don't want fight with you. **I say sorry!** That's the end

Vivian : **I'm sorry ever met you. I'm sorry I ever go to your stupid car!**

Edward : You say like there are many more appealing options.

Vivian : I never feel that anyone kicks me like this.

27/PW/Sefra/Regret-Expa

Edward : **I'm sorry. I was not preparing to answer questions about us.**
I'm stupid and cruel. I didn't mean it. I don't want you to go. Please

30/PW/Sebit/Sdef

Edward : Thank you
Vivian : You're welcome
Edward : if you need something, tooth thread, whatever...give me a phone!
Vivian : I have a good time
Edward : Me too...Need call a bellboy?
Vivian : No...I can
Edward : I'll bring it
Vivian : Thanks
Edward : I'll bring it. Stay...Stay a night. It is not because I pay because you want too
Vivian : **I can't**
Edward : Good bye...
Vivian : I think you have a lot of special gift

31/PW/Sifcu/Impa

Edward : Do you have any messages for me?
Hotel manager: **No... I'm afraid not Sir.**
Edward : I need a car to go to airport.
Hotel manager: Of course. Darryl will deliver you. Darryl, the limousine out door!
Darryl : Yes Sir.