

**APOLOGIZING STRATEGIES USED IN BARACK OBAMA'S
SPEECH AT STRASBOURG TOWN HALL**

THESIS

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ABSTRACT

Pramudia, Eka. 2014. **Apologizing Strategies Used in Barack Obama's Speech at Strasbourg Town Hall**. Study Program of English, Universitas Brawijaya. Supervisor: Nurul Chojimah Co-Supervisor: Agus Gozali

Keywords: Apologizing act, apology strategies, and speech

Apology is an act that used to restore relationship between addresser and addressee after addresser has offended addressee intentionally or unintentionally. In this study, the writer intends to analyze apologizing strategies used in Barack Obama's speech at Strasbourg Town Hall. This study is conducted to find out (1) the types of apologizing strategies (direct and indirect) performed in Barack Obama's speech, and (2) the apologizing strategies performed in Barack Obama's speech.

This study is qualitative approach with document analysis since the data consists largely of words. The data are the utterances which contain apology in Barack Obama's speech at Strasbourg Town Hall. From the data, the writer tried to identify the apologizing strategies by using Olshtain and Cohen's apologizing strategy (1983).

In this study the writer found 8 strategies of apology in the 12 excerpts. The strategies are (a) IFID with exclamations, (b) IFID followed by humor downgrading, (c) IFID for politeness, (d) taking on responsibility followed by sharing guilt, (e) admission followed by blaming, (f) implicit apology followed by regret, (g) explanation or account, and (h) offer of repair. According to the analysis, the writer finds IFID with exclamations by 1 datum, IFID followed by humor downgrading by 1 datum, IFID for politeness by 1 datum, taking on responsibility followed by sharing guilt by 4 data, admission followed by blaming by 1 datum, implicit apology followed by regret by 1 datum, explanation or account by 1 datum, and offer of repair by 2 data. The mostly used strategy is taking on responsibility followed by sharing guilt that occurred 4 times. This happens because the speech indicated that every nation bears responsibility for problems in the world such as climate change, terrorism, drug trafficking, poverty, and the proliferation of nuclear weapons. This strategy was used to minimize the degree of offense that United States is partly responsible.

This study hopefully can provide appropriate reference for further researcher to conduct the research in apologizing act. It is recommended that the next researchers examine apology strategy used in diplomatic context. Hopefully, the results of this study can be used as the starting point to analyze apology strategies more deeply. Finally, the future researcher may conduct a research on languages other than English.

ABSTRAK

Pramudia, Eka. 2014. **Strategi Permintaan Maaf yang Digunakan dalam Pidato Barack Obama di Strasbourg Town Hall**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing (I) Nurul Chojimah (II) Agus Gozali

Kata Kunci: permintaan maaf, strategi permintaan maaf, dan pidato

Permintaan maaf adalah tindakan yang digunakan untuk memulihkan hubungan antara peminta maaf dan penerima setelah peminta maaf baik sengaja maupun tidak menyinggung penerima maaf. Pada penelitian ini penulis meneliti strategi permintaan maaf yang digunakan oleh Barack Obama dalam pidatonya di Strasbourg Town Hall. Tujuan penelitian ini adalah untuk menemukan (1) jenis strategi permintaan maaf (langsung dan tidak langsung) yang diterapkan dalam pidato Barack Obama, (2) strategi permintaan maaf yang diterapkan dalam pidato Barack Obama.

Penelitian ini merupakan penelitian kualitatif dengan analisis dokumen dikarenakan data sebagian besar adalah kata – kata. Data penelitian adalah ucapan – ucapan yang mengindikasikan permintaan maaf dalam pidato Barack Obama di Strasbourg Town Hall. Dari data yang diperoleh, penulis mencoba untuk mengidentifikasi strategi permintaan maaf menggunakan strategi permintaan maaf Olshtain dan Cohen (1983).

Dalam penelitian ini penulis menemukan 8 strategi permintaan maaf yang diperoleh dari 12 kutipan. Strategi permintaan maaf yang diterapkan antara lain IFID disertai dengan seruan, IFID disertai dengan humor, IFID untuk kesopanan, pertanggung jawaban diikuti berbagi rasa bersalah, pengakuan diikuti menyalahkan pihak lain, permintaan maaf secara tidak langsung diikuti penyesalan, permintaan maaf dengan pemberian penjelasan, dan penawaran solusi. Berdasarkan analisis, penulis menemukan 1 IFID disertai dengan seruan, 1 IFID yang disertai dengan humor, 1 IFID untuk kesopanan, 4 pertanggung jawaban diikuti dengan berbagi rasa bersalah, 1 pengakuan diikuti dengan menyalahkan pihak lain, 1 permintaan maaf secara tidak langsung diikuti dengan penyesalan, 1 permintaan maaf dengan pemberian penjelasan, dan 2 penawaran solusi. Strategi yang sering digunakan adalah pengakuan diikuti dengan berbagi rasa bersalah sebanyak 4 data. Hal ini dikarenakan setiap bangsa memiliki tanggung jawab terhadap masalah di dunia. Strategi permintaan maaf tersebut digunakan dengan tujuan untuk mengurangi rasa bersalah Amerika Serikat.

Penelitian ini diharapkan dapat memberikan referensi yang tepat bagi peneliti untuk melakukan penelitian lebih lanjut dalam tindakan meminta maaf. Disarankan bagi peneliti selanjutnya untuk meneliti strategi permintaan maaf yang digunakan dalam konteks diplomatik. Hasil penelitian ini diharapkan dapat digunakan sebagai acuan untuk menganalisis lebih dalam mengenai strategi permintaan maaf. Pada akhirnya, peneliti selanjutnya dapat melakukan penelitian pada bahasa lain selain bahasa Inggris.

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