

**COMPARATIVE ANALYSIS OF APOLOGY  
STRATEGIES OF ENGLISH AND KOREAN  
SERIES**

**A THESIS**

**Presented in a Partial Fulfillment of the  
Requirements for Completing the  
Sarjana Degree in Department of English Literature**



**By:**

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**FAKULTAS ILMU BUDAYA  
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA**

**2024**

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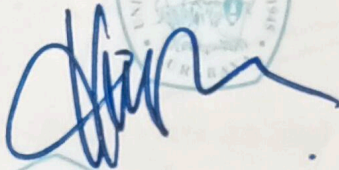
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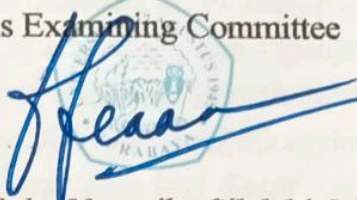
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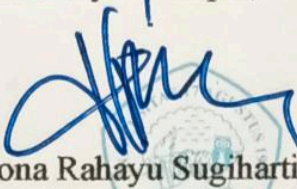
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## **MOTTO**

"Effort makes you. You will regret someday if you don't do your best now. Don't think it's too late but keep working on it. It may take time, but there's nothing that gets worse due to doing. So do it. You may get depressed but it's evidence that you are doing good."

전정국 - Jeon Jungkook

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Surabaya, 24 Juni 2024

Sita Arum Priono Putri

## TABLE OF CONTENT

<b>COVER</b> .....	i
<b>APPROVAL SHEET I</b> .....	ii
<b>APPROVAL SHEET II</b> .....	iii
<b>SURAT PERNYATAAN</b> .....	iv
<b>LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI</b> .....	v
<b>MOTTO</b> .....	vi
<b>ACKNOWLEDGMENT</b> .....	vii
<b>TABLE OF CONTENT</b> .....	viii
<b>ABSTRACT</b> .....	x
<b>ABSTRAK</b> .....	xi
<b>CHAPTER I INTRODUCTION</b> .....	1
1.1 Background of The Study.....	1
1.2 Statement of The Problem.....	4
1.3 Objective of The Study.....	4
1.4 Scope And Limitation.....	5
1.5 Significance of The Study.....	5
1.6 Organization of Study.....	5
<b>CHAPTER II REVIEW OF RELATED LITERATURE</b> .....	7
2.1 Previous Study.....	7
2.2 Theoretical Review.....	9
2.2.1 Pragmatics.....	9
2.2.2 Speech Act.....	10
2.2.3 Apology.....	11
<b>CHAPTER III RESEARCH METHOD</b> .....	15
3.1 Approach.....	15
3.2 Research Design.....	15
3.3 Research Instrument.....	16
3.4 Source of the Data.....	16
3.5 Data Collection.....	17
3.6 Data Analysis.....	17
<b>CHAPTER IV ANALYSIS</b> .....	19
4.1 Finding.....	19
4.1.1 Types of Apology Strategy in English series “ <i>Secret Invasion</i> ”.....	19
4.1.2 Types of Apology Strategy in Korean series “ <i>Moving</i> ”.....	22
4.2 Discussion.....	34

4.2.1 Differences Apology Strategies between English series “ <i>Secret Invasion</i> ” and Korean series “ <i>Moving</i> ” .....	34
<b>CHAPTER V CONCLUSION</b> .....	37
5.1 Conclusion .....	37
5.2 Suggestion.....	37
<b>BIBLIOGRAPHY</b> .....	39
<b>APPENDIX</b> .....	41

## ABSTRACT

This study aims to find the types of apology strategies used by characters in the English and Korean series by using Olshtain and Cohen's (1986) theory. In addition, this study also aims to find differences in apology strategies between the English series *Secret Invasion* and Korean series *Moving*. The Writer uses a descriptive qualitative method in this reseach. In this research it was found that the English series used 5 types of apology strategy features namely, 2 expression of apology , 1 offer of repair, 7 explanation of account, 1 acknowledgment of responsibility for offense, 2 promise of forbearance. In the English series used more explanation of account because English culture ignores social differences and apology strategies and does not pay attention to age or social status. In the Korean Series only uses 4 (four) types of Apology Strategies namely, 33 Expression of apology, 7 explanation of account, 1 acknowledgment of responsibility for offense, 1 Promise of forbearance. Korean series use more apology phrases because Koreans are more concerned with age when apologizing and more often apologize directly, this is done because it is more polite and shows feelings of guilt for mistakes.

*Keyword : Apology, Apology Strategies, Politeness, Pragmatic.*

## **ABSTRAK**

Penelitian ini bertujuan untuk menemukan jenis-jenis strategi permintaan maaf yang digunakan oleh karakter dalam serial Inggris dan Korea dengan menggunakan teori Olshtain dan Cohen (1986). Selain itu, penelitian ini juga bertujuan untuk menemukan perbedaan strategi permintaan maaf antara serial Inggris *Secret Invasion* dan serial Korea *Moving*. Penulis menggunakan metode kualitatif deskriptif dalam penelitian ini. Dalam penelitian ini ditemukan bahwa serial bahasa Inggris menggunakan 5 jenis fitur strategi permintaan maaf yaitu, 2 ungkapan permintaan maaf, 1 tawaran perbaikan, 7 penjelasan penjelasan, 1 pengakuan tanggung jawab atas pelanggaran, 2 janji kesabaran. Pada serial bahasa Inggris lebih banyak menggunakan *explanation of account* karena budaya Inggris mengabaikan perbedaan sosial dan strategi permintaan maaf serta tidak memperhatikan usia atau status sosial. Pada Serial Korea hanya menggunakan 4 (empat) jenis Strategi Permintaan Maaf yaitu, 33 Ungkapan permintaan maaf, 7 penjelasan penjelasan, 1 pengakuan tanggung jawab atas pelanggaran, 1 janji kesabaran. Serial Korea lebih banyak menggunakan ungkapan permintaan maaf karena orang Korea lebih mementingkan usia ketika meminta maaf dan lebih sering meminta maaf secara langsung, hal ini dilakukan karena lebih sopan dan menunjukkan perasaan bersalah atas kesalahan.

Kata kunci : Permintaan Maaf, Strategi Permintaan Maaf, Kesantunan, Pragmatik.