

**APOLOGY STRATEGIES ON CHARACTERS' UTTERANCES
IN *MOANA* AND *MOANA 2* MOVIES**

A THESIS

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



By:

GRACE NATASHA KARUNDENG
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**FAKULTAS ILMU BUDAYA
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA**

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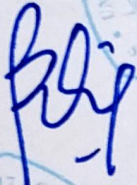
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Surabaya, 25 June 2025

Advisor,



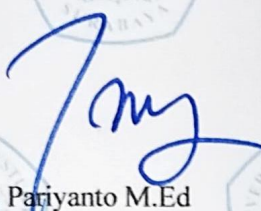
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ABSTRACT

This study analyzes apology strategies used by characters in the Moana and Moana 2 animated movies. The study aims to identify the types of apology strategies in the characters' utterances and to determine which strategy is most frequently used. The theory of apology strategies proposed by Olshtain and Cohen (1983), which includes five main types: an expression of apology, an explanation or account, an acknowledgment of responsibility, an offer of repair, and a promise of forbearance was applied in this research. This research used a descriptive qualitative method. The results show that a total of 53 utterances contain apology strategies. Among them, an explanation or account was the most frequently used strategy, followed by acknowledgment of responsibility, expression of apology, offer of repair, and promise of forbearance. These findings reveal that characters tend to provide reasons or explanations as a way to express regret and maintain harmony in their interpersonal communication. The study contributes to the understanding of apology strategies in animated movies and how they reflect real-life communication behavior.

Keywords: *Apology strategies, pragmatics, olshtain and cohen 1983, moana, movies.*