

# AN ANALYSIS OF APOLOGY STRATEGIES IN THE ELLEN DEGENERES SHOW: PRAGMATICS APPROACH

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## ABSTRACT

*This research discusses about apology strategies found in The Ellen DeGeneres Show. The aim of this research is to find out and describe the type of apology strategies based on Trosborg's theory in Ellen DeGeneres talk show. The researcher used qualitative descriptive method. Data is collected based on utterances contained in Ellen DeGeneres show using non-participatory techniques. In gained the data, the researcher watches The Ellen DeGeneres show on YouTube, then read the subtitle and observe the subtitle to find out the data. Then, researcher used identity method in analyzing data. The finding is shown that there are three types from five types of apology strategies in this talk show. They are: 4 direct apology (expression of regret and offer of apology), 3 indirect apology (explicit explanation, lack of intent and explicit acknowledgment) and 3 remedial support (offer of repair, blaming someone else and concern for hearer). In conclusion, that direct and indirect apology the most frequent data found in the Ellen DeGeneres show.*

**Keyword:** pragmatics, speech act, apology strategies

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## INTRODUCTION

Communication became an essential aspect for human to connect with others. Human used the language as a tool of communication to express the idea, feeling, and opinion. The people who involved in communication, it could be consist of the speaker and the listener. Sometimes the speaker uttered the word or did an act which is distract someone's feeling and it makes them feel uncomfortable. For example, the student who makes noises in the library then it makes another student feel uncomfortable. Therefore, ask an apologizing became the way to resolve this problem.

In linguistics studies, the study of meaning which communicated by the speaker and interpreted by listener called as pragmatic. There are many

studies in pragmatic, such as speech act. Apology is classified as expressive speech act. According to Yule (1996) Expressive are those kinds of speech act that state what the speaker feels. In conclusion, apology as kind of expressive speech acts because they uttered his feeling, such as regret after making a mistake to other people.

In human life, the apology that uttered by a person who has been offend someone feeling is very important. It is because to maintain a good relation toward each other. Trosborg (1995) stated that the act of apologizing is a convivial speech act. The goal of which coincides with the social purpose of maintaining harmony between speaker and hearer. Therefore, apology cannot be separated in human life, especially when they are doing interaction.

The existence of an apology can be found in our daily life. Alquraishy (2011) stated, in doing the apologizing act, they should employ certain strategies of apologies. It is used to maintain the relationship at least reduce the offense to the offended. According to Trosborg (1995) a person might be said his regret directly, he uttered "apologize", "be sorry," or "excuse". The other used the longer explanation or taking on responsibility that indirectly or implicitly shown his regret. For example, when a person forgot his old friend name because he has not met him for a long time "Oh sorry, I'm late. It's raining." In this example, the apologizer uttered an apology with giving an explanation.

The phenomenon of apology uttered by someone can be found in talk show. Talk show usually contains of the conversation between the host and the guest who known as famous person and discussed the various interesting topic. It can be about the experience, personal life, career and etc. Sometimes, when they are in a conversation, the guest or the host makes a mistake. As a result, one of them uttered an apology. In conclusion, apology used when people doing a mistake in a conversation, even in the talk show.

In this research, the researcher used talk show, title "The Ellen DeGeneres Show" as the object of the research. This talk show is one of the famous talk show which is hosted by Ellen DeGeneres since 2003. There are some programs in this show such as comedy, celebrity, musical guests, and people interest stories. This show has received many award and nomination, such as got 166 Daytime Emmy Award nominations and won 61 Daytime Emmy Award as of 2019. In addition, The YouTube channel of Ellen

DeGeneres Show also include in the top 20-most subscribed YouTube channels.

There is an example of an apology strategy used in "The Ellen DeGeneres Show". The conversation occurred between Justin and David. It started when David talk to Ellen about how he and his children spent the Halloween at Justin Bieber's house. Suddenly, Justin appears from the box and it makes David scares.

Justin : *Sorry. They wanted me to do it. I got to go.*

David : Oh, man. I really didn't think that was going to happen.

Related to the conversation above, Justin uttered an apology to David who scared by him. Justin said, "*Sorry. They wanted me to do it. I got to go.*" Related to Anna Trosborg theory, the apology strategies that he used in this conversation is included in minimizing of the degree of offense strategy. In this strategy, this utterance is categorized into blaming someone else. It can be seen that Justin said, "*Sorry. They wanted me to do it.*" The word "they" that he used in his utterance refer to someone else who also include caused him did it.

Moreover, when someone uttered an apology, he must be did the offense to other people. The type of offense that did by the apologizer is different. According to Coulmass in Deutschmann (2003), the offenses or "object of regret" is what obligates an apology. It means, the thing that caused by person until he feel regret and he should be uttered an apology. This conversation below shows another example of apology found in "The Ellen DeGeneres Show".

David : Well, we all follow Justin on Instagram, of course. And we're all fans. And we all love

him. And it was coming towards the end of our night and the kids have had far too much candy and enjoyed themselves a lot. So on the way back, Romeo turned round to me. He said, Justin's selling snow cones. And I was like, really?

Ellen : Selling?

David : *Sorry. Not selling, giving, giving them away.*

The conversation above occurs between Ellen and David Beckham. David told to Ellen how their children enjoyed the Halloween at Justin Bieber's house by eating a lot of candy and snow cones who given by Justin. When he told that Justin have given snow cones to them, he said "Selling" unintentionally. He should be said "Giving" he realized and said "*Sorry. Not selling, giving, giving them away.*" Related to theory by Deutschmann (2003) the type of offense did by David was categorized as talk offenses, especially slip of the tongue because he doesn't mean to said that word.

There are many researches that has discussed about apology strategy. For example, the first research is written by Retnowaty & Maulida (2019) entitled "Apology Strategies Used by Students in University of Balikpapan". Their research concerns on the kinds of apology strategies, the affect of age and social status in choice of apology strategies. The second research, written by Alsulayyi (2017) titled "A Contrastive Study of the Use of Apology Strategies by Saudi EFL Teachers and British Native Speakers of English: A Pragmatic Approach". His study considers expressions of regret based on gender, cultural differences and severity of the offence.

Based on two researches analysis, it can be seen that those research has several weaknesses. Because, in the first research Retnowaty & Maulida (2019) just discussed about apology strategies used by the student. Then, the second research by Alsulayyi (2017) discussed apology strategy between teacher and student. In addition, they also used different theory, Retnowaty & Maulida used Troborg and Ajimer's theory compiled by Firiani & Lestari in Fitriani (2012) and Alsulayyi used Bergmen and Kesper's (1993) theory. In this case, the researcher discussed apology strategy in talk show and used Trosborg's (1995) theory. Therefore, it can be said that there is no research yet that discussed apology strategies in the talk show especially Ellen DeGeneres show. Because of that, this research is important to be done.

Related to the explanation above, there are some reasons of the researcher used apology as the topic of this research. First, the researcher interested to analyze this topic because it is related to human communication. Second, the researcher wants to investigate more about the usage of apology strategies in the utterance used by person especially in the talk show. It is because apology as an act that often used by people when they were involved in conversation. Both talk show and pragmatic were related each other because they used the conversation and the context to analyze meaning of someone's utterance. Moreover, apology is part of speech act in pragmatic.

## **LITERATURE REVIEW**

### **2.1 Pragmatics**

In linguistic, there is a study about language and contextual meaning. The linguist called It pragmatic. The person who uttered

the sentence to another person, he had the role as the speaker and the person who listen their utterance, it known as listener or hearer. In pragmatic, when the speaker saying something, then it makes the listener must interpret the utterance based on the context. So, the listener must know the meaning that did not stated directly by the speaker.

There are some experts that stated the definition about pragmatic. First, Birner (2013) stated that in order to know what someone meant based on what they have said, it's not enough to know word's meaning (semantics) and then it's not enough to know how they strung together became a sentence (syntax) but we have to know who uttered, what context, and be able to make inferences related to why the speaker said it and what the speaker intend to make us understand. Another expert such as Yule (1996) the study of meaning which communicated by the speaker or the writer and interpreted by listener or the reader called as pragmatic.

### 2.1.1 Speech Act

One of the branches which is include in pragmatic is speech act. When a person uttered the words, there is an act followed of that word. For example, a person who uttered, "Good evening!" he also performs an act which is categorized in speech act as a greeting. According to Yule (1996), speech acts is an action performed through utterances. Therefore, he divided the act into three categories, such as locutionary act, illocutionary act, and perlocutionary act.

Yule (1996) stated that the first type is locutionary act which is known as basic act of utterance, or producing a meaningful linguistic expression. Second, illocutionary act,

when people form an utterance with some kind of function in mind. The last, perlocutionary act, create an effect that the speaker wants to the hearer. As a result, he classified the illocutionary act into five, they are: representatives, directives, commissives, expressives and declarations.

Representative is kind of speech acts that state what the speaker believes to be the case or not. Declarations are those kinds of speech acts that change the world via utterance. Directive states that speakers use to get someone else to something. 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. 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.

#### 2.1.1.1 Apology

Based on the explanation above, apology includes kind of expressive illocutionary act. According to Searle (1976) based on theory of speech, apology is classified as expressive because it expresses speaker's psychological attitude. It means that, apology related to someone's psychology such as how someone expresses her sorrow and regret because she or he has offended the hearers. For example, "I am sorry, I came late". It is clearly that she shows her regret to come late. It conclude that apology uttered by someone as regret because they has been hurt someone's feeling and it also as an act to maintain their relationship.

In addition, Trosborg (1995) stated that apologies are kinds of illocutionary act and also expressive speech act by being convivial in nature. It means that, apology is an act which is friendly action did by the person naturally. Moreover, Fraser in Yu Weihua (2015) said that when a person perform an apology, there are two basic condition which are needed: First, the speaker or the apologizer acknowledges responsibility for doing the acts. The last, the speaker or apologizer conveyed his or her regret for the offended which it results of the commission of act.

Based on the explanation above, it can be concluded that apologies are kinds of illocutionary act and also expressive speech act which is common used in communication between people. It is expresses the regret when a person makes a mistake. In addition, apology became the friendly action because it happens naturally in daily conversation when the person did a mistake. So, apology is important in human's life.

#### 2.1.1.1.1 Apology Strategies

In performing apologizing act, it needed strategy to make our apologizing act more effective. Alquraishy (2011) stated, in doing the apologizing act, they should employ certain strategies of apologies. It is used to maintain the relationship at least reduce the offense to the offended. Every person has their own way to convey their apologized to other people. Whether they said it directly using the verb that signaling apology such as *sorry*, *apologize*, *pardon* or indirectly such as the apologizer giving explanation to them or taking on responsibility Trosborg (1995).

##### 1. Opting Out

This strategy is used if the apologizer denies the responsibility because that person feels not guilty. There are five kinds of opting out, such as:

a. **Explicit Denial of Responsibility**  
It is used when the apologizer is explicitly denies that an offence has occurred or that she/he should be responsible for it.

b. **Implicit Denial of Responsibility**  
In this strategy, the apologizer is implicitly denies that she/he should be responsible for the offense.

c. **Justification**  
In this strategy, the apologizer provides arguments in which he or she seeks to persuade that no blame can be attached to him or her.

d. **Blaming Someone Else**  
In this category, the apologizer seeks to avoid responsibility with blaming. The example of the conversation used blaming someone else.

e. **Attacking Complainer**  
In this category, the apologizer attacking the complainer when he felt that he cannot defend himself.

##### 2. Evasive Strategy

###### 1. Minimizing of the Degree of Offense

In this strategy, the apologizer does not deny the responsibility. He or she minimizes the degree of offense. There are three kinds of this strategy. Such as:

a. **Minimizing**  
The apologizer tries to lessen the degree of offense by saying that the offense is not big problem.

b. **Querying Precondition**  
In this strategy, the apologizer tends to express doubt about something whether something is correct or not. It is also to covering the complaint.

c. **Blaming Someone Else**  
In this strategy, the apologizer reassures that the third part or someone else is also responsibility for the mistake.

### 3. Direct Apology

Direct apology or explicit apology is the strategy when the apologizer uses an expression or utterance which contains performative verb such as forgive, sorry, excuse or apologize. In addition, direct apology is called Illocutionary Force Indicating Device (IFID). There are three types of direct strategies:

#### 1. Expression of Apology

It is used when the apologizer expressed his or her apology to the hearer in direct way or explicit way. It divided into three kinds, expression of regret, offer of apology and request forgiveness.

##### 1. Expression of Regret

The apologizer expressed his regret to the hearer.

##### 2. Offer of Apology

The apologizer offers an apology to the hearer for the mistakes or offends.

##### 3. Request for Forgiveness

It is occurred when the apologizer expects forgiveness from the hearer. Example: Please, forgive me; Pardon me.

#### 4. Indirect Apology

Indirect strategies used when the apologizer expressed his or her apology to the hearer in indirect way or implicit way. There are two kinds of indirect strategies, such as acknowledgment of responsibility and explanation or account.

##### 1. Acknowledgment of Responsibility

In this strategy, the apologizer chooses to take responsibility that he or she can do explicitly and implicitly and by using several degrees of self-blame (from low to high intensively).

###### a. Implicit Acknowledgment

It is used by the apologizer when he or she blames herself/himself implicitly for what the offences he has done.

###### b. Explicit Acknowledgment

It is used by the apologizer when recognized the mistake explicitly.

###### c. Expression of Lack of Intent

The apologizer expressed that he have no intention to caused the damages or offend.

###### d. Expression of Self-deficiency

It is occurred when the apologizer is shown the lack of himself/herself to the hearer.

###### e. Expression of Embarrassment

In this strategy, the apologizer feels shame for what he does to the hearer. For example in the conversation below:

###### f. Explicit Acceptance of the Blame

In this strategy, the apologizer received when the complainer blame him/her. For example:

#### 2. Explanation or Account

In this strategy, the apologizer tries to reduce the mistake or the guilty by giving an explanation or account of the situation to the person who has been offend by him/her. It divided into two kinds, they are:

##### a. Implicit Explanation

The apologizer is giving explanation to the hearer implicitly.

##### b. Explicit Explanation

It is used when the apologizer is giving explanation to the hearer explicitly. For example:

#### 5. Remedial Support

This strategy is used by the apologizer when the situation cannot be controlled anymore. Then, the apologizer commits the responsibility and has no defense. There are three types of remedial support, such as:

##### 1. Expressing Concern for Hearer

In this strategy, the apologizer is shown his/her concern for the hearer condition.

###### a. Offer of Repair

In this strategy, the apologizer may offer to "repair" the damage which it is caused by him/her. It categorized into three types, such as repair,

compensation and promise  
forbearance:

a. Repair

This strategy is used when the apologizer offered by may be in its literal sense or an offer to pay for all the damage.

b. Compensation

Compensation is used when the apologizer is not possible to repair, so the apologizer offers the “compensatory” action or “tribute” to the complainer.

c. Promise of Forbearance

In this strategies, the apologizer promises never to perform the offence or the same mistakes in the future. It can be marked by using performative verb “promise”.

## 2.2 Previous Study

The first research is written by Retnowaty & Maulida (2019) titled “Apology Strategies Used by Students in University of Balikpapan”. Their research concerns on the kinds of apology strategies, the affect of age and social status in choice of apology strategies. The method that they used to collect the data is DCT task by Hasan and they used the theory of Trosborg and Ajimer to analyze the data. The result shown that, the most students often used combined strategies, such as “explicitly apologizing + acknowledging responsibility + offering redress” and the age and social status affected the student choice of apology strategy.

The second research, written by Alsulayyi (2017) titled “A Contrastive Study of the Use of Apology Strategies by Saudi EFL Teachers and British Native Speakers of English: A Pragmatic Approach”. His study considers expressions of regret based on gender, cultural differences and severity of the offence. The

method that he used to collect the data is DCT. He used the theory of Bergman & Kesper. The finding show, different ways of using apology strategies by the two investigated groups based on the variables considered.

The third research is from Sari (2016), titled “Apology Strategy in English By Native Speaker”. In this research, she concerns on the apology strategies and identify the influencing factors of it. In gaining data, she used the questionnaire in the form of Discourse Completion Test. The object of the study is 30 native speakers and used Blum Kulka and Olshtain theory. The results show that the pattern apology strategies used by native speakers is potentially occurs IFID plus Offer of repair plus Taking on responsibility. In addition, the factors that influence the apology utterance by native speakers are the social situation, the degree of familiarity and degree of the offence.

## RESEARCH METHOD

In this chapter, the researcher will be discussed about the method that used in this research. They are: research design, object of the research, method of collecting data, method of analyzing data and method of presenting result analysis.

### 3.1 Research Design

Creswell (2014) stated that the method of collecting and analyzing data is called this research design. He divided into three kinds, such as qualitative, quantitative and mixed methods. In this research, the researcher used qualitative descriptive method. It was because the data would be described descriptively. The researcher was analyzed the types of the apology strategy and the types of offenses used by the apologizer in The Ellen DeGeneres Show.

### 3.2 Object of the Research

In this research, the object of the research was apology strategies. The data source was taken from conversation between the host and the guest in The Ellen DeGeneres Show. The main data of this research is the conversation of The Ellen on season 17. It started in September 2019 until now. In addition, the researcher also used the theory from the book and for supported by used some journals. Therefore, the utterance that consist an apology became the object of this research because the researcher need to find out the type of apology strategy and the types of offenses used by the apologizer.

### 3.3 Method of Collecting Data

In this research, the researcher used non participatory technique to collect the data because the researcher did not involve in talk show conversation. There are some steps of processing collecting data:

1. The researcher watches The Ellen DeGeneres Show on YouTube for several times.
2. The researcher read the subtitle in The Ellen DeGeneres Show.
3. Then, the researcher observes the subtitle to find out the utterances in the conversation which contains apology strategy and the types of offenses used by the apologizer.
4. The researcher writes down the data found.

### 3.4 Method of Analyzing Data

The next step is analyzing the data. The data will be analyzed by qualitative descriptive method with pragmatics identity method. The analysis data consist of several steps:

1. Identifying the data found.
2. The researcher analyzed the types of apology strategies by Trosborg (1995) and applying

theory Deutschmann (2003:266) to analyze the types of offenses used by apologizer based on the context in the conversation at show.

3. Making the conclusion and suggestions based on analyzed the data.

### 3.5 Method of Presenting Research Result

The next step after doing analysis is presenting the result analysis. There are two methods of presenting the result analysis Sudaryanto (2015) they are informal and formal. In this research, the researcher presented the result analysis by using informal method to present because using word or sentence.

#### FINDING AND DISCUSSION

After doing this research, the researcher find out and classify the type of apology strategies based on Trosborg (1995) theory. Then, the result analysis can be seen in the description below:

- 1) Direct Apology

Data 1

Ellen : That's so sweet of you. Now, I got a letter from a friend of yours. I carry it around in my pocket all the time. And so the fact that you're here today is such a coincidence. "Dear Ellen, my name is Jalincia. And I am writing to you about my best friend, Sophie. For years Sophie and her family have been struggling to make ends meet. They both work so hard tp take care of their beautiful daughter, Liani. But, they can't catch a break. They're also expecting their second child in June. Sophie such a giver-

Sophie : Oh, that's me!

Ellen : Don't interrupt. I'm talking.

Sophie : *I'm sorry. I'm so sorry.*



The conversation above occurred in YouTube which is entitled "Inspiring Mom Wins Hardest Game in Daytime TV!" published on February 6<sup>th</sup>, 2020. The conversation happens between Ellen and Sophie Santana during game session. Sophie Santana was chosen by Ellen for playing the "Holey Roller" game. She was very excited after Ellen randomly chooses her to play the game. Moreover, she does not know that Ellen planned to reveal the letter which is written by her best friend, named Jalincia.

During Ellen reads the letter, Sophie pointing the screen which is shown the photo of herself and her kid. Suddenly, Ellen reminds her not to interrupt. Sophie who realized that she did the mistake, she uttered an apology to Ellen. She said, "I'm sorry. I'm so sorry". Based on the theory, her apology include in direct apology which is categorized as expression of regret. It is because Sophie uttered "Sorry" directly and it expresses her regret for the mistake.

Data 2

Justin :[COUGHING] *Excuse me.*

Ellen : That's ok. Do you want some more water? All right.

The conversation above occurred in YouTube which is entitled "Lenny Kravitz Surprises Kid Drummer Justin Wilson II" published on September 24, 2019. This conversation happens between Ellen and Justin Wilson during guest interview session. Justin is 5 years old kid drummer who impressed everyone because his drumming to Lenny Kravitz's hit, "Fly away". He will be surprised because Lenny Kravitz came to the Ellen show.

Justin who looked like excited when he answered some questions from Ellen, such as his age, what he has done in his birthday, and his drumming did by him on You Tube.

Then, he is coughing suddenly. After that, he uttered "excuse me" to Ellen. Based on the theory, his utterance includes of direct apology which is categorized as expression of regret. It is because he uttered "Excuse" directly and it expresses his regret for the mistake.

Data 3

Ellen : Kirsten Bennet?

Chance : Yeah. She's got my last name. And yeah, we've been married since March 9<sup>th</sup>. *Sorry, we got married last year in December. We had our wedding March 9. So yeah coming up on a year, actually.*

Ellen : But you've known each other since you were nine years old.

Chance : Since years nine old.

The data above was taken from conversation on Ellen Show YouTube, entitled "Chance the Rapper on His Longtime Love Story with His Wife" on September 11, 2019. The conversation occurred between Ellen and Chance who known as a rapper. Chance share the story how he met his wife for the first time at the age of 9 years old and then he fell in with her and they decided to married in 2018.

Based on the conversation above, when Chance told his marriage story, especially the date of his wedding held, he did a mistake. He said that he married since March 9<sup>th</sup>. In fact, he married to Kirsten in December while his wedding party held in March. The apology strategies used by Chance is expressing of regret.

Data 4

Ellen : Anyway, *I apologize for-*

Mark : Just blast her. Oh my God.  
Look what you've done.

The conversation above occurred in YouTube which is entitled "Mark Wahlberg and Ellen Play 'Danger Word'" published on January 20<sup>th</sup>, 2020. The conversation happens between Ellen and Mark Wahlberg during game session. The conversation above occurred in YouTube which is entitled "Mark Wahlberg and Ellen Play 'Danger Word'" published on January 20<sup>th</sup>, 2020. The conversation happens between Ellen and Mark Wahlberg during game session. Both of them play the "Danger Word" game with two audiences, named Claire and Lauren Menkina. Lauren to be on Mark's team while Claire to be on Ellen's team. The game played by mention the winning word without saying the danger word. If the audience said the danger word, one of them will be forced to push the button.

In the conversation, Ellen uttered an apology, "I apologize for" it refers for what she did next. At the time, Ellen pushed the button to Claire after she failed guessed the correct word. She said danger word "shampoo". She should be said the winning word "conditioner". The apology strategies used by Ellen is offer an apology which is categorized in direct apology.

## 2) Indirect Apology

### Data 5

Jennifer : How come I didn't get invited to that pizza party?

Charlie : *Well, I think you were. I think you were out of town or something.*

Jennifer : I was out of the town.

Charlie : That's ok. It was in and out pizza.

The data above was taken from conversation on Ellen Show YouTube, entitled "Charlie Puth Gets a Surprise from Jennifer Aniston" on Oktober 29, 2019. The conversation occurs between Jennifer and Charlie, when Jennifer came to Ellen for surprised Charlie. Charlie told to Ellen that he was a huge fan of Jennifer and never met her. In addition, he also said that he was hung out with Courtney and Lisa. They came to the pizza party.

In the conversation, Charlie delivered his apology to Jennifer by using Indirect strategies, especially by using explicit explanation. He said that after answered Jennifer question about why she did not invited on the party. In addition, the reason Jennifer did not invited in pizza party is because he thought that Jennifer were out of town.

### Data 6

Ellen : She hadn't put her glasses on.

Mark : Oh no, she didn't even her goggles on. Ellen.

Ellen : *I'm sorry. I didn't know. I didn't know she didn't have her.*

Mark : Well, clearly, yeah, you couldn't see her. Oh, and she didn't get to close her mouth.

The conversation above occurred in YouTube which is entitled "Mark Wahlberg and Ellen Play 'Danger Word'" published on January 20<sup>th</sup>, 2020. The conversation happens between Ellen and Mark Wahlberg during game session. Both of them play the "Danger Word" game with two audiences, named Claire and Lauren Menkina. Lauren to be on Mark's team while Claire to be on Ellen's team. The game played by mention the winning word without

saying the danger word. If the audience said the danger word, one of them will be forced to push the button.

Claire who false guessed the word 'mat', she mentions the danger word. So, as the punishment, Ellen who partner teams with her should be pushed the button. Suddenly, Ellen made a mistake because she pushed the button when Claire does not put the glasses on her eyes. So, it makes the water covered her face. Then, Ellen uttered an apology. She said "I'm sorry. I didn't know. I didn't know she didn't have her". The apology strategy used by Ellen is indirect apology which is includes in expression of lack intent. It was includes in lack of intent because she doesn't intend did it.

Data 7

Ellen : It's cool for you to be here, for me. *Alright. So, we've met before, someone tells me. But, I don't remember meeting you.*

Noah : No, it's fine. I don't really remember it either. 11 was a strange year. No, when I was filming Suburbicon with GeorgeClooney. And I think we were walking to crafty or something. And I remember it was just outside this stage or wherever you were filming on this lot. And you were riding your bike out and you just said hi to me as you were riding along. And it was great.

The data above was taken from conversation on Ellen Show YouTube, entitled "Actor Noah Jupe Jogs Ellen's Memory of Their First Interaction" published on November 12, 2019. The conversation occurs between Ellen and Noah Jupe after

few years ago. He is 14 years old now and he talked his role in the new movie. Noah told to Ellen about how their first met because Ellen forgot it.

In the conversation above, Ellen does not used explicit way or direct way in deliver her apology. Ellen used explicit acknowledgment strategy by admitted that she had a mistake because doesn't remember a person.

3) Remedial Support

Data 8

Mark : Do I press this now?

Ellen : Yeah.

Mark : *All right sorry. I hope that you have a nice change of clothes. I would have brought some municipal gear for you, but.*

The conversation above occurred in YouTube which is entitled "Mark Wahlberg and Ellen Play 'Danger Word'" published on January 20<sup>th</sup>, 2020. The conversation happens between Ellen and Mark Wahlberg during game session. The conversation above occurred in YouTube which is entitled "Mark Wahlberg and Ellen Play 'Danger Word'" published on January 20<sup>th</sup>, 2020. The conversation happens between Ellen and Mark Wahlberg during game session. Both of them play the "Danger Word" game with two audiences, named Claire and Lauren Menkina. Lauren to be on Mark's team while Claire to be on Ellen's team. The game played by mention the winning word without saying the danger word. If the audience said the danger word, one of them will be forced to push the button.

In the conversation, Mark who mention the word "suntan" as the clue, then Clara answer correctly because she choose winning word.

At the end, Mark should be pushed the button because Lauren as his team does not said anything. So, before he did it, he ask an apologizing to Lauren because his act. The apology strategy used by Mark is remedial support which is categorized in offer of repair.

Data 9

Melisa : There's camera everywhere

Alexis : Are you serious?

Melisa : Yeah. I'm sorry I scared you!  
It's Ellen's fault. It's Ellen's fault. Say shame.

The conversation above occurred in YouTube which is entitled "Ellen Meets Employee at Center of Melissa McCarthy's Hidden Camera" published on September 12<sup>th</sup>, 2019. The conversation happens between Melisa McCarthy and Alexis Symonds at a local dry cleaner which is the place Alexis work. Ellen surprised her by doing hidden earpiece prank used by Melisa. During the prank, Ellen guided Melisa to do what Ellen said in the Studio. At the time, Ellen asked Melisa pretended to asked her for about medicine and finally fell down at the floor. In the last, Melisa revealed that there's hidden camera everywhere.

Melisa who saw Alexis a little bit shook, then she uttered an apology because she felt guilty. The apology strategies used by Melisa is evasive strategies that categorized in blaming someone else. Because, she said "*It's Ellen's fault.*" It means that, she blames someone else for what she has done.

Data 10

Alexis : I feel incredibly grateful, and thank you so much for having me on your show. I can't believe this is real.

Ellen : Well, we wanted to have you just to apologize, but since

then, I learned that you owe some money in student loans, you're trying to save money for a car, and you're such a good person, you were so patient with her. You didn't get frustrated, you didn't tell someone to come help, you didn't, you just stayed there with her the whole time. So, I want to reward your kindness. So, shutterfly wants to give you \$20.000

The conversation above occurred in YouTube which is entitled "Ellen Meets Employee at Center of Melissa McCarthy's Hidden Camera" published on September 12<sup>th</sup>, 2019. The conversation happens between Ellen and Alexis. Alexis invited by Ellen after she got prank. Then, they are talked about what she felt at the time.

The apology strategies used by Ellen in the conversation is evasive strategies which is include in expressing concern for hearer. Ellen shown her concern when Alexis told what her feeling at the time.

## CONCLUSION

This research discusses the type of apology strategies used Trosborg (1995) theory. The researcher just found three types from five types. They are: direct apology (expression of regret and offer of apology), indirect apology (explicit explanation, explicit acknowledgment and lack of intent) and remedial support (offer of repair, blaming someone else and concern for hearer).

Based on this research, the researcher concludes that the using of apology strategies can be found in the talk show. It was because talk show contains interaction between two people or more. As the result, we

can found the mistakes during that interaction and it caused uttered an apology. By doing this research, hopefully making the reading understand and realized the using apology strategies in daily live or media communication. I hope this research will be useful for the reader to explore this topic used different source data.

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