APOLOGY STRATEGY IN DISNEY AND PIXAR'S LUCA MOVIE: A PRAGMATIC APPROACH

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Abstract

This paper aims to analyse the various apology strategies used by the characters in the Luca movie script and describe their use through a pragmatic approach by referring to the theory of Klimczak and Pawlak (2014) and Fraser's theory (1981) to explain the factors that influenced the use of apology strategies by characters in Luca's film script. This study uses a descriptive qualitative research method with data obtained from the film script Luca. The results of this study indicate that there are 23 utterances featuring apologies made by 6 characters in Luca's story. The findings are grouped into a taxonomy of apology strategies, there are 9 types of apology strategies used by the characters in Luca's story. The 9 types of strategy include Illocutionary Force Indicating Device (an expression of regret) of 5 utterances, Illocutionary Force Indicating Device (a request for the forgiveness) of 1 utterance, Phatic Communication of 2 utterances, Acknowledgement of Responsibility (explicit self-blame) of 2 utterances, Internal Intensifiers (intensifying adverbials) with 2 utterances, Acknowledgement of Responsibility with 4 utterances of lack of intent, Acknowledgement of Responsibility (expression of embarrassment) with 4 utterances, Explanation or account of the situation with 2 utterances, and Acknowledgement of Responsibility (refusal to acknowledge guilt) with 1 utterance, which every utterance and strategy were influenced by 1-2 factors.

Keywords: Apology, Strategy, Pragmatic, approach, Movie Script

INTRODUCTION

There are many things that are learned in linguistic studies, one of them is about pragmatics. Pragmatics itself examines the use of language in an external context. As Yule (1996:3) mentioned that "the study of pragmatics looks at how speakers and writers use language to convey meaning, which listeners or readers may subsequently interpret." Human cannot be separated from the use of language, because language is the main communication tool used for human survival. Pragmatics and communication itself have a close relationship; this is because the meaning of speech by a speaker greatly affects the communication process. Yule (2010:133) conveyed the term speech act in most cases to describe actions such as "asking", "ordering", "questioning" or "informing".

As social beings, humans cannot stand alone without other humans. Humans often make mistakes; therefore, humans always think of ways to solve the problem. One way to solve the problem is to apologize. Cohen (2020) defines apologies are part of the scope of involvement in human interaction regarding forms of accountability for errors, losses, and violations. According to Searle's classification (1985) of speech acts an apology is included in the "expressive" group classification. And Smith (2008:251) convey that an apology is the first step to rebuilding the trust that has been lost by confirming things. To show guilt, everyone has their way of expressing apologies. Therefore, there is a terminology of apology strategy, which is defined as a person's way of expressing his apology through the use of speech acts.

The object of this research is the film Luca. Luca was chosen as the research object because based on Rotten Tomatoes, this film received a rating of 91% from 297 votes with an interesting storyline. This film was released in Indonesia on June 18, 2021. In the IMDb, Luca is one of the animations that have been nominated for an Oscar in 2022. This film talks about the life of a sea monster named Luca who tries to find out about human life, even though his family strictly forbids him. himself to land, he ignored the words of his parents and went to a city with his friend named Alberto to get their dream item by participating in a race in the city. This becomes even more complicated because the people in the town hate sea monsters and want to hunt them. For that, they tried hard to cover their identities, but because the rain-soaked their bodies, they decided to reveal their identities which showed acceptance of themselves.

However, not everyone says an apology is a form of effort to correct a mistake, on the contrary, some people feel they are not responsible for the mistakes that have occurred, so there is the denial of these mistakes. Likewise, one of the film characters, Luca, shows the denial of mistakes. This can be seen in Luca's film script on page 62 when Lorenzo says "and… let that be a lesson to you"! He uttered the speech after pushing a child as a form of

denial of his guilt. By diverting that he did it only as a form of lesson, and no speech act refers to an apology, then based on Klimczak and Pawlak's theory (2014), this utterance is included in the no apology strategy.

Based on the example of the speech in Luca's script, the characters in the story describe how human life is in general, especially in apologizing. Luca's story conveys that everyone has their way of apologizing, and people don't always feel the responsibility to say sorry directly. The speech act of apology is a speech act that is commonly spoken in social life, so it is very important to conduct a study on apology strategy so that it can help people choose how to apologize better and correctly. to show guilt and sympathy for the person affected by the offense.

Various studies related to apology strategies have been carried out. One of them is the research conducted by Gracyalny et al. (2018) titled "Seeking sincerity, finding forgiveness: YouTube apologies as image repair". Although this study also examines the strategy of apologizing, several things can distinguish it from previous research. In previous studies, centered on the behavior of popular figures in verbally and emotionally apologizing through YouTube videos, and indirectly expecting the audience's response to the sincere or insincere assessment of the apology. Meanwhile, this research will focus on 1) kinds and utilizing of apology strategies, and 2) how the factors influence the apology strategies utilized in the Luca movie.

REVIEW OF LITERATURE
2.1 Pragmatic

As according Yule (1996:3) said that "pragmatics as the analysis of the speaker's meaning, the investigation of contextual true meaning, the research into how further is transmitted than is uttered, and also the study of related distance expressions." Pragmatics examines the meaning related to language communicated by speakers or writers, which will then be interpreted by listeners or readers.

Additionally, according to Yule (1996:4), The disciplined study of pragmatics is the interactions between word meanings and their user, so that is why pragmatics makes it possible to include humans in an analysis. By studying language through pragmatics, humans will gain related knowledge about the meaning of sentences from other people, their assumptions, their objectives or ambitions, as well as the types of behaviours they exhibit (for instance, the demands they make when speaking). So, pragmatics is interesting because it is about how people understand each other linguistically what they think.

2.2 Apology as Speech Act

Trosborg (1995: 374) emphasizes that apologizing is not always accompanied by

self-awareness on the part of the speaker. There are also acts of speakers who don't feel bad about being in denial, which hinders one's need to apologize. Thus, requests do not always refer to acknowledgment, or regret, for mistakes that have been made but also refer to a form of defence to prevent damage, especially in relationships and communication. And Schwartz (1999) said apology refers to an action that contains an acknowledgment of a mistake that has occurred involving the speaker and listener. Meanwhile, according to Blum-Kulka and Olshtain (1985), an apology as speech act is an action taken after an event has occurred, in which the speaker will acknowledge the fact that he has violated social norms. In line with this, Fraser (1981) also argues like Blum-Kulka and Olshtain (1985), but the difference is that Fraser provides a classification of apologies that refers to the use of speech acts, which then analyses these speech acts in general so that they can be classified into in several possible strategies. Therefore, there is a division of strategies for each expression of apology someone uses.

2.3 Apology Strategy of Klimczak and Pawlak (2014)

Klimczak and Pawlak (2014) explains and categorizes the main strategies and sub-categories into several sections regarding the act of apology. Apologies are complex speech acts that involve a variety of patterns or strategies that humans commonly use in socializing. There are eight main strategies and some sub-categories of apology based on Klimczak and Pawlak's taxonomy (2014) as follows:

1) Illocutionary Force Indicating Device (IFID)

    a) An expression of regret, e.g. *I'm sorry*

    b) An offer of apology, e.g. *I apologise*

    c) A request for forgiveness, e.g., *Excuse me/Forgive me/ Pardon me*

2) Acknowledgement of responsibility (RESP)

    a) Explicit self-blame, e.g. *It was my fault/my mistake*

    b) Lack of intent, e.g. *I didn't mean to*

    c) Justifying hearer, e.g. *You have every right to be angry*

    d) Expression of self-deficiency, e.g. *I was confused*

    e) Concern for the hearer, e.g. *I hope I didn't hurt you*

    f) Statement of the offence, e.g., *Oh, I spilled the coffee*

    g) Refusal to acknowledgement guilt, e.g. *The bus driver doesn't know how to drive*

    h) Expression of embarrassment, e.g. *I feel awful about it*

3) Explanation or account of the situation (EXPL)

Any excuse, e.g. *I forgot the notes*

4) Offer of Repair (REPR), e.g. *I'll pay for the damage*

5) Promise of Forbearance (FORB), e.g. *It won't happen again*

6) Internal intensifiers (INT) (within direct or indirect apology formulas)

    a) Intensifying adverbials, e.g. *I'm very sorry*

    b) Emotional expressions, e.g., *Oh my God*

    c) Double intensifiers, e.g. *I'm very very sorry*

    d) The use of the word *please*

    e) Hope for forgiveness, e.g. *I hope you'll forgive me*

    f) Swearing, e.g. *I swear I forgot*

    g) Stressing exceptionally, e.g *This isn't like me at all*

    h) Phatic communion (PC), e.g. *You know me, you love me even if I'm late*

    i) No apology (NA)

2.4 Factors Influence Apology Strategies of Fraser (1981)

In using the apology strategies, there are several factors that could influence it. In the opinion of Fraser (1981), these factors can be divided into several parts as follows:

a)   Nature of infraction

The type of social harm that was caused by the offense—such as stomping on someone's toes, striking one's automobile, or insulting someone—is determined by the type of violation.

b)   The severity of the infection

The harshness of the transgression is indicated by the infraction's severity. One has committed a more significant offense if they choose for a more elaborate apologetic method. In other words, the more serious the offense, the more complicated the option of technique for saying sorry. For instance, if someone accidentally hits someone's automobile, they can say " I apologise, I certainly did not mean to strike your car." I did not notice the stop sign. For the damaged car, I'll be responsible.

c)   The situation in which the infraction occurred

The formality condition wherein violation happens is related to the circumstance where the infraction occurs. That formality can vary from the most formal setting to the most private one. As a result, choosing an apology technique for a formal setting will differ from doing so for an intimate setting. For instance, "excuse me" would be more suitable in a formal setting, but "sorry" would be preferable in a private setting.

d) The familiarity between the interactants

The connection between the guilty and the subject of the offense, as well as whether or not they are close friends, are all considered to be aspects of the interactants' relative familiarity. Therefore, it is conceivable for someone to adopt a different apology technique for the same offense they have committed. For instance, one might apologize by saying "I beg your pardon" or "please forgive me" to a stranger. On the other side, a friend could just say "sorry, man," "come on guys," or "Okay," as it is only a minor error?

e) The sex of interactants.

This factor deals with the selection of an apology technique dependent on the gender of the participants, whether they are men or women. But it all depends on the setting and the culture. The relationship between participants' sex and strategy choice has been the subject of some investigations. Women tend to apologize more than males in some contexts or cultures, whereas men tend to apologize more in other cultures.

METHODOLOGY

The method use in this research is a qulitative descriptive to indentify kinds of apology strategy and intrepeted the the factor that could influence the ulitization of apology strategy. Bogdan and Biklen (2007:3) said the qualitative descriptive method is a research design that generates descriptive data in the form of verbal or written declarations from subjects and recorded activity

The data used for this study are statements containing expressions of apology in Luca and for data sources taken from the film script Luca. And then the data will be analyzed by transcribing the data, in which the results of the transcript will be classified into tables based on the theory of Klimczak and Pawlak (2014) regarding apology strategy and using Fraser's theory (1981) to classify factors that could influence the utilization of apology strategy. The results of the table are interpreted in narrative form using the Data Number/Character/Category/Sub-Category/Factor code, which can be exemplified as; 01/Luca/ Illocutionary Force Indicating Device (IFID)/ An expression of regret/ Nature of infraction−Familiarity

DATA ANALYSIS AND FINDINGS

1. Data Analysis

The data used are the utterances contained in the text related to speech apologies classified sub-categories of apology strategies based on the theory of Klimczak and Pawlak (2014) and also classified of factors that influence the use of that strategy based

on Fraser's theory (1981). For a further description and explanation of the apology strategies and influencing factors, the data analysis is coded as follows:

Data:

01/Luca/ Illocutionary Force Indicating Device (IFID)/ An expression of regret/ Nature of Infraction−Familiarity

Dialogue (Pg. 3):

Luca   : Good morning, Mr. Branzino! And also, I'm sorry. And, uh. How's Mrs.Branzino?

Mr. Branzino   : (unmused) Hi, Luca.

Data Analysis:

Luca tries to swim after his escaping fish, but he accidentally bumps into Mr. Branzino who is feeding his crabs. For that, Luca stopped and returned to Mr. Branzino. Instead of immediately apologizing, Luca took the time to say hello as a form of pleasantries, which showed that they knew each other. And continued with Luca's apology, Luca's apology in this sentence is a form of IFID's apology strategy with the sub-category an expression of regret. This is because Luca's apology shows remorse for his rash actions of not paying attention to his surroundings so he bumps into Mr. Branzino. To show his courtesy, Luca not only conveyed his greetings and apologies, but he also asked how Mrs. Branzino was doing. The choice of words used by Luca in conveying his apology speech illustrates how the nature of the infraction and familiarity affect the kinds of apology sentences used.

Data:

02/Luca/ Illocutionary Force Indicating Device (IFID)/ A request for forgiveness/ Situation−Familiarity

Dialogue (Pg. 4) :

Luca   : Excuse me, ma'am? Have you by any chance—

Mrs. Gamberettos : Yes.

Data analysis:

Luca continued looking for his fish, he saw a female sea monster who looked unhappy and she shyly wanted to ask about the possibility that the woman had seen her fish. Luca started his sentence with the word "excuse me" because he was afraid to disturb the woman. This shows that Luca's speech refers to a form of IFID's apology strategy with the sub-category of a request for forgiveness. The choice of this strategy was influenced by a rigid and awkward situation, this is also because the two of them are not people who know each other, so this strategy used by Luca is intended to minimize violations that

might occur between people who have never spoken to each other.

Data:

05/Grandma/ Acknowledgement of responsibility (RESP)/ Explicit Self-blame/ Situation−Familiarity

Dialogue (Pg. 21):

Diella	: Luca? Gonna tell us where you were?
Luca	: I.. uhh..
Grandma	: It's my fault. I sent him to look for sea cucumbers.

Data analysis:

In this speech act conveying an apology through an acknowledgment that it was his fault. With Grandma saying that it was her fault, the strategy used by Grandma was to blame herself directly. Grandmother lied to her son about Luca, saying that the reason Luca was late coming home was because he had to find sea cucumbers for himself that way Luca would escape his mother's interrogation. Granny seemed to already know what Luca was doing, and she felt it was no big deal, and assumed Luca was old enough to make his own choices. By saying that it was her fault, the grandmother showed how close the grandmother and grandson were. Even though what the grandmother said was a lie, Daniela as a child felt unable to say more because her grandmother was older than herself and was also her mother. For this reason, the use of the apology strategy used by the grandmother is influenced by the relationship between Luca's grandmother and Daniela's mother and the situation of the grandmother who wants to help Luca escape his mother's questions.

Data:

09/Ercole/ Acknowledgement of responsibility (RESP)/ Lack of intent/Nature−Severity

Dialogue (Pg. 42) :

Ercole	: Ugh, and he smells like behind the pescheria.
Alberto	: Hey, my friend smells amazing.
Ercole	: Sorry, sorry, I'll make it up to him

Data analysis:

Ercole mocked Luca's strange smell, but Alberto, as Luca's friend, did not accept it when his friend was insulted. Through Alberto's resistance, Ercole also apologized. Ercole's apology sounded like he wanted to take responsibility for his mistake. However, based on Ercole's apology, this does not reflect a repair offer strategy. This is because Ercole's speech act is not accompanied by the same action. Ercole pulled Luca closer to the water intending to get rid of the smell and find out whether Luca was a sea monster or not. Even

though Ercole said sorry, it didn't show his sincerity in apologizing. Ercole's apology looks like it had no intention and was just making fun of it when viewed from how his words were not in line with the actions he had taken. Therefore, Ercole's apology strategy is more suitable for lack of intent. The apology strategy used by Ercole shows that the nature of the infraction and its severity are things that affect the strategy he uses. When he taunts someone, it shows the nature of the offense that harms other individuals, and the context of the severity of the offense shows that Ercole considers the level of the offense to be held accountable even in the sense that he wants to get rid of the smell to throw Luca into the water.

Data:

11/Giulia/ Acknowledgement of responsibility (RESP)/ Expression of embarrassment/ Situation−Familiarity

Dialogue (Pg. 56) :

Giulia   : Oops. Sorry. This is my—

Alberto   : Your hideout.

Giulia   : Heh. Yeah. My hideout.

Data analysis:

Giulia invites Luca and Alberto to go to her place for a temporary shelter that will be used by Luca and Alberto during the game. However, it turns out that the place is still a bit messy with Giulia's things. Giulia felt embarrassed for presenting a place that still contained her belongings to Luca and Alberto. For that, Giulia apologized to them because the place they were going to occupy was still a mess. After all, that place was Giulia's hideout. The apology strategy used by Giulia is RESP with the sub-category expression of embarrassment. This can be seen through the word "Oops, sorry" spoken by Giulia. "Oops" represented how Giulia was embarrassed because she accidentally gave them her messy hiding place. Giulia's apology strategy is influenced by the situation and familiarity. The situation showed that Giulia did not do this intentionally, and her apology was considered to have a fairly personal atmosphere because she was talking to a friend her age. Their age gap shows how the selection of speech acts looks more relaxed.

Data:

13/Lorenzo/ Acknowledgement of responsibility (RESP)/ Refusal to acknowledgement guilt/Nature−Situation

Dialogue (Pg. 62) :

Lorenzo   : Let that be a lesson to you!

Daniela   : Run. Before its mother gets here.

Data analysis:

Lorenzo pushed a child into the water thinking it was his. He realized his mistake after seeing the child had not turned into a sea monster. Instead of apologizing he doesn't admit his mistake but blames the child by calling it a lesson to the child. Lorenzo looks like he knows his mistake, but refuses to admit it, it can be said that Lorenzo's apology strategy is RESP with the sub-category Refusal to acknowledge guilt. This is influenced by the nature of the infraction and the situation. Lorenzo pushed people as he pleased just thinking it was his son. However, because of his carelessness, he made a loss to the other party because he fell into the water, making the child wet and the ice cream fall. With this violation, it was also seen that the situation was quite serious and seemed informal, this was due to Lorenzo's older position and also that they were people who did not know each other, making it easier for Lorenzo to deny it by not admitting his actions and instead blaming his mistakes on other people.

Data:

12/Daniela/ Explanation or account of the situation (EXPL)/Nature−Familiarity Dialogue (Pg. 57) :

Daniela   : Oh. You scared the scales off me.

Lorenzo   : Jeez, you're strong.

Daniela   : Sorry. I'm just a little on edge.

Data analysis:

Daniela and Lorenzo go to the human settlement to find Luca who has run away from home. Arriving at the beach, they both turned into humans. Daniela thought that her husband was a human so she immediately started beating her husband and stopped when she realized that the person she was beating was her husband. Therefore, Daniela conveyed her apology. The apology strategy used by Daniela is an explanation strategy for the situation. Daniela's apology was accompanied by an explanation that she was just a little nervous and that she didn't realize the man was Lorenzo. The explanation given by Daniela in her apology shows that the strategy she uses is influenced by the nature of the infraction and the situation. When Daniela beat her husband, Lorenzo received a loss in the form of pain. The situation shows that the change between them from sea monsters to humans makes Daniela feel awkward and nervous, so she acts violently. Through Daniela's expression of apology, it can be seen that the situation which is quite personal between the two of them allows Daniela to state a request with only "sorry" accompanied by an explanation. Daniela's apology, which was accompanied by an explanation, indirectly expected her husband's understanding of the actions she had taken.

Data:

07/Luca/ Internal intensifiers (INT)/ Intensifying adverbials/ Severity−Situation

Dialogue (Pg. 31):

Lorenzo : Son, you're in big trouble. You need to promise us that you'll never sneak off
       to the surface again.

Luca   : I'm really sorry.

Data analysis:

Luca was caught by his parents collecting human goods, so he was asked to promise never to approach the land again. Luca feels guilty for lying to his parents so in this speech act, Luca conveys his apology with an emphasis on the word "really" which shows that he is truly sorry for disappointing his parents with the actions he has taken. From Luca's form of apology, the apology strategy he uses is INT with intensifying adverbials sub-category. Luca's position as a child who had violated his parents' words not to even think about let alone approach land made the level of his mistakes quite serious. That way, Luca's apology strategy is influenced by the level of mistakes made. Therefore, with a more emphasized expression of apology, it can show Luca's seriousness in apologizing to his parents.

Data:

04/Daniela/ Phatic Communication (PC)/ Situation−Familiarity

Dialogue (Pg. 9) :

Daniella : Hey. Look me in the eye. You know I love you, right?

Luca   : I know, mom.

Data analysis:

In this apology speech, Daniela apologized to Luca in another way, namely with an expression that tends to warm up the atmosphere. Where the expression aims to reinforce the statement that she warned her son not to approach the mainland not because she hated him, but because she loved her child, and she didn't want her child to be in danger. The figure of Danilea who is a mother shows that a mother thinks she knows what is best for her child. Daniela felt that her ban was not a form of guilt, so she used the phrase instead of apologizing. Because of that, their phatic communication is the apology strategy used by Daniela. Seen by Luca's response shows that he also knows his mother's worries are directed at him with good intentions. The relationship between mother and child and situation shows how close they can influence these expressions to improve the atmosphere between them which is accompanied by smiles and warmth.

2. Findings

There were 23 utterances featuring apologies made by 6 characters in Luca's story in this study. The findings from each utterance were organized into a taxonomy of apology tactics; only five sorts of categories were discovered, with nine different subcategories including the following:

Table 4.1 Apology Strategy 'IFID' Patterns

Script of Utterances	Meaning/ Sub Categories	Factor Influences
Good morning, Mr. Branzino! And also, I'm sorry. And, uh. How's Mrs. Branzino?	An expression of regret	Nature of Infraction and Familiarity
Excuse me, ma'am? Have you by any chance—	A request for forgiveness	Situation and Familiarity
Sorry!	An expression of regret	Situation and Familiarity
Right. Sorry, Grandma. Couldn't find em!	An expression of regret	Situation and Familiarity
Oh! Sorry…	An expression of regret	Nature of Infraction
I'm sorry. I never should have done that. I wish I could take it back—	An expression of regret	Nature of Infraction and Severity

Based on the IFID apology strategy classification, this study found 5 sub-categories of 'An expression of regret' which can be indicated by the direct use of the word "sorry". This type of strategy is found in data numbers 1,3,6,18, and 21. And 1 other category in data number 2, namely 'A request for the forgiveness' which is marked by the word "excuse me" at the start of the utterance.

Table 4.2 Apology Strategy 'RESP' Patterns

Script of Utterances	Meaning/ Sub Categories	Factor Influences
It's my fault. I sent him to look for sea cucumbers	Explicit self-blame	Situation and Familiarity
Sorry, sorry, I'll make it up to him.	Lack of intent	Nature of Infraction and Severity
Oops. Sorry. This is my—	Expression of embarrassment	Situation and Familiarity
Let that be a lesson to you!	Refusal to acknowledgement guilt	Nature of Infraction and Situation
Sorry, no autographs today!	Expression of embarrassment	Situation
Oops! Sorry. I'm not used to legs.	Lack of intent	Nature of Infraction and Situation

Ercole's life will be ruined—sorry. Too much?	Expression of embarrassment	Situation and Familiarity
Sorry. Too much?	Expression of embarrassment	Situation and Familiarity
It's my fault. I wasn't paying enough attention to him.	Explicit self-blame	Familiarity
Sorry mom! sorry dad! I have to do this!	Lack of intent	Situation and Familiarity
Sorry sorry sorry	Lack of intent	Nature of Infraction and Severity

Based on the RESP apology strategy classification, this study found 11 subcategories, of which there were 2 utterances of explicit self-blame which could be marked as "my fault", from lack of intent there were 4 utterances, this can be seen when paying attention to the context the circumstances of the incident and how the apology was made, and 4 of the expressions of embarrassment can also be marked through the context of the incident or the use of the sentence, as well as 1 refusal to acknowledge guilt which is marked from the context where the speaker did not feel guilty when he committed the violation.

Table 4.3 Apology Strategy 'EXPL' Patterns

Script of Utterances	Meaning/ Sub Categories	Factor Influences
Sorry. I'm just a little on edge.	Explanation of the situation	Nature of Infraction and Familiarity
That's why we… did all of this. But it's over now. Goodbye Giulia. I'm sorry.	Explanation of the situation	Nature of Infraction and Severity

Based on the EXPL pattern without sub-categories, it was found that 2 utterances using the EXPL strategy can be marked with the word sorry which is usually accompanied by an explanation of why he made a mistake or a violation.

Table 4.4 Apology Strategy 'INT' Patterns

Script of Utterances	Meaning/ Sub Categories	Factor Influences
I'm really sorry.	Intensifying adverbials	Severity and Situation
I'm so sorry about the cat. I don't know what got into him!	Intensifying adverbials	Nature of Infraction and Familiarity

Based on the INT pattern, there are 2 utterances from the intensifying adverbials sub-category. This strategy can be marked by emphasizing the word sorry as followed by the words "really and so".

Table 4.5 Apology Strategy 'PC' Patterns

Script of Utterances	Meaning/ Sub Categories	Factor Influences
Hey. Look me in the eye. You know I love you, right?	To lighten the mood	Situation and Familiarity
Hey. Look me in the eye. You know I love you, right?	To lighten the mood	Situation and Familiarity

Based on the PC pattern without sub-categories, 2 utterances using the DC strategy were found, this strategy can be characterized by the use of sentences that aim to break the ice.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The conclusions that can be described in the research of "Apology Strategy in Disney and Pixar's Luca Movie: A Pragmatic Approach" is as follow:

1) There are 9 types of apology strategies used by the characters in Luca's story. The 9 types of strategy include IFID (an expression of regret) of 5 utterances, IFID (a request for the forgiveness) of 1 utterance, phatic communication of 2 utterances, RESP (explicit self-blame) of 2 utterances, INT (intensifying adverbials) with 2 utterances, RESP with 4 utterances of lack of intent, RESP (expression of embarrassment) with 4 utterances, EXPL with 2 utterances, and RESP (refusal to acknowledge guilt) with 1 utterance.

2) Some of the strategies found contained the use of words of sincere apology, expressing regret for actions or mistakes, and giving reasons to blame oneself. Apology strategies are more assertive and serious when the character realizes a significant error. Meanwhile, strategies such as phatic communication and expression of embarrassment are more relaxed and easier to use in lighter situations or when the characters are trying to reduce the tension that occurs. Some apologies seem insincere such as apologizing with no intention, and refusing to take responsibility.

3) Every utterance and strategy were influenced by 1-2 factors. This was noticed through the nature of the offense, severity, situation, and familiarity. The most factor influence

apology strategy is Situation and Familiarity with the most frequency 10 times namely 'IFID' (3 times), 'RESP' (5 times), 'PC' (2 times). Sex does not affect the type of strategy used because there is no significant effect that shows differences in how to apologize between women and men in Luca's movie script.

Suggestions

For further research on Apology Strategy, especially in the context of the story "Luca", there are several suggestions that can be considered as follows:

1. Analysis of the efficacy of the apology strategy: Research might be focused on determining the efficacy of the Apology Strategy utilized in the story of "Luca" and its effects on improving relationships. This research may involve evaluating the film's apology strategies from the perspective of the viewers to determine the extent to which they fulfil their objectives

2. Further analysis of how influential gender is in determining apology strategies when associated with a particular culture based on stereotypes from that culture.

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