

**A PRAGMATIC STUDY OF APOLOGY STRATEGIES USED BY  
ENGLISH DEPARTMENT STUDENTS IN WHATSAPP  
CONVERSATION WITH THEIR PEERS**

**AN UNDERGRADUATE THESIS**

*Submitted for Partial Fulfillment of the Requirements for  
the Degree of Sarjana Humaniora*



**Submitted by:**

**Salsabila Nazhifah**

**2210732008**

**Thesis Supervisor:**

**Prof. Dr. Ike Revita, S.S., M.Hum., CRP.**

**NIP. 197309301999032001**

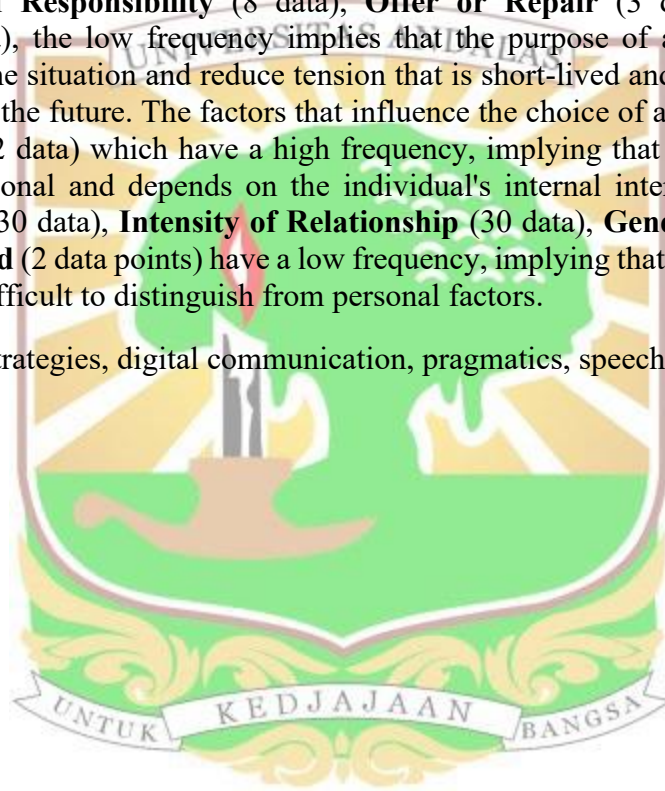
**ENGLISH LITERATURE STUDY PROGRAM  
FACULTY OF HUMANITIES  
UNIVERSITAS ANDALAS**

**2026**

## ABSTRACT

This study aims to examine apology strategies and the factors that influence their use in WhatsApp conversations among peers in the English Department students class of 2022. This study uses the theoretical framework of apology strategies proposed by Blum-Kulka & Olshtain (1984) and Trosborg (1995) with a qualitative descriptive approach. The research data consists of 43 utterances from 20 apology chats taken from authentic WhatsApp conversations. The results show that all five types of apology strategies were used, namely **Explicit Expression of Apology** (16 data), the high frequency of which implies that in digital communication, efficiency of delivery without beating around the bush can be achieved, **Explanation of Account** (13 data), **Acknowledgment of Responsibility** (8 data), **Offer or Repair** (3 data), and **Promise of Forbearance** (3 data), the low frequency implies that the purpose of apologies in the digital context is to defuse the situation and reduce tension that is short-lived and temporary, rather than to make promises for the future. The factors that influence the choice of apology strategy include **Personal Factors** (32 data) which have a high frequency, implying that the apology strategy in this context is situational and depends on the individual's internal interpretation, **Orientation Toward Solidarity** (30 data), **Intensity of Relationship** (30 data), **Gender** (4 data points), and **Cultural Background** (2 data points) have a low frequency, implying that cultural influences tend to be obscured and difficult to distinguish from personal factors.

Keywords: apology strategies, digital communication, pragmatics, speech acts, WhatsApp



## ABSTRAK

Penelitian ini bertujuan untuk mengkaji strategi permintaan maaf serta faktor-faktor yang memengaruhi penggunaannya dalam percakapan WhatsApp antarteman sebaya mahasiswa Sastra Inggris angkatan 2022. Penelitian ini menggunakan kerangka teori strategi permintaan maaf yang dikemukakan oleh Blum-Kulka & Olshtain (1984), dan Trosborg (1995) dengan pendekatan deskriptif kualitatif. Data penelitian berupa 43 tuturan dari 20 *chats* permintaan maaf yang diambil dari percakapan WhatsApp autentik. Hasil penelitian menunjukkan bahwa seluruh lima tipe strategi permintaan maaf digunakan, yaitu ***Explicit Expression of Apology*** (16 data) tingginya frekuensi mengimplikasikan bahwa dalam komunikasi digital, efisiensi penyampaian tanpa bertele-tele dapat, ***Explanation of Account*** (13 data), ***Acknowledgment of Responsibility*** (8 data), ***Offer or Repair*** (3 data), dan ***Promise of Forbearance*** (3 data) rendahnya frekuensi mengimplikasikan bahwa tujuan permintaan maaf dalam konteks digital adalah untuk meredakan situasi dan mengurangi ketegangan yang bersifat singkat dan temporer, bukan untuk orientasi janji masa depan. Adapun faktor-faktor yang memengaruhi pemilihan strategi permintaan maaf meliputi ***Personal Factors*** (32 data) memiliki frekuensi yang tinggi mengimplikasikan bahwa strategi permintaan maaf dalam konteks ini bersifat situasional dan bergantung pada interpretasi internal individu, ***Orientation toward Solidarity*** (30 data), ***Intensity of Relationship*** (30 data), ***Gender*** (4 data), serta ***Cultural Background*** (2 data) frekuensinya sedikit mengimplikasikan bahwa pengaruh budaya cenderung tersamarkan dan sulit dibedakan dari faktor personal.

Kata kunci: komunikasi digital, pragmatic, strategi permintaan maaf, tindak tutur, WhatsApp

