

CHAPTER IV

CONCLUSION

4.1 Conclusion

At the end of this study, it was concluded that the apology strategies used in WhatsApp communication among English Department students at Universitas Andalas class of 2022 were mostly explicit and direct. These strategies are greatly influenced by the speaker's psychological emotions (personal and internal conditions) as well as the intensity of the relationship between the speaker and the listener. Expressions of apology in WhatsApp communication not only serve as expressions of regret, but also as a means of maintaining harmonious social relationships in online interactions, as they reflect the direct, fast, and practical nature of digital communication platforms such as WhatsApp.

Previous research shows that all five types of apology strategies were used by English Department students at Universitas Andalas class of 2022. Explicit expressions of apology and explanations of account emerged as the most frequently used strategies. This indicates that students tend to prioritize clarity when apologizing, preferring something quick and practical to restore harmony, accompanied by a brief explanation in digital communication such as WhatsApp. Acknowledgment of responsibility is used more selectively, suggesting that explicit acknowledgment of mistakes is used for situations with greater emotional significance to alleviate ongoing disappointment. Meanwhile, offers or repair and promise of forbearance are used least frequently, reflecting the relatively non-fatal and situational nature of violations in everyday WhatsApp interactions.

In terms of factors influencing apology strategies, this study found that personal factors, orientation toward solidarity, and intensity of relationship play the most significant roles in determining the choice of apology strategy. These findings indicate that apologies among students are greatly influenced by their emotional and psychological conditions, as well as their desire to maintain harmony in digital communication. In the findings of this analysis, gender had a relatively small number compared to the other three factors. This was due to the difference between male and female students in terms of apologizing. Female students tended to be more expressive and relationship-oriented when apologizing, so most female students used longer sentences. Meanwhile, male students are the opposite, they prefer shorter, direct, and functional apologies. They tend to dislike convoluted expressions. Meanwhile, cultural background appears least frequently among all the factors, due to the relatively homogeneous socio-cultural context of the participants, although it remains a fundamental influence in the use of informal language and mixed language orientation in the modern era. It can be seen that in this era, many students use mixed language (English-Indonesian, known as the *Jaksel language culture*).

4.2 Sugession

In writing this thesis, the author realizes that there are still many shortcomings in terms of data that is rather difficult to obtain, because even though in terms of English Department students, not all students use English in digital communication with their peers.

The author suggests that future research expand its participants by involving participants from more diverse cultural backgrounds and age groups in order to examine how cultural and age variations can influence apology strategies in digital communication. Future research could also compare apology strategies across different digital platforms, such as E-mail, Direct Messages on Instagram, and LINE application to identify different pragmatic patterns.

More importantly, this applies to English Department students in general. The research in this study highlights the importance of developing their competence in the field of pragmatic science in digital communication, which is rapidly developing in this increasingly modern era. Students are expected to realize that an apology is not just a statement of regret implied in words, but also requires concrete action in every word. It is an action aimed at maintaining relationships and managing the meaning behind the expression. Thus, understanding when to use a direct apology, explanation, or acknowledgment of responsibility can help students communicate more effectively and avoid pragmatic failures in online interactions.

