A PRAGMATIC ANALYSIS ON APOLOGI STRATEGIES USED STEVE HARVEY IN ANNOUNCING THE WINNER OF MISS UNIVERSE 2015

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Abstract

This research aims to find out what strategy apology Steve Harvey employed when he announced Miss Universe 2015 in the video clarification mistake announcement and what strategy is dominant used by Steve Harvey in video. This data was analyzed using the theory of the types of apology strategies from Trosborg (1995). The data in this study is an explanation video made by Steve Harvey for the mistake in announcing the winner of Miss Universe 2015, the video is taken from YouTube. In analyzing the data, the researcher took several steps. Namely: identifying data, explaining data, and drawing conclusions. The results of this study indicate that there are five types of apology strategies used by Steve Harvey in announcing the winner of Miss Universe 2015. , the number of evasive strategies is 8 data (33.33%), indirect apology is 11 data (43.83%), direct apology is 2 data (8.33%), remedial support is 1 data (4.16%)), and opting out strategies as much as 2 data (8.33%). All repair support sub-strategies used by Steve Harvey aim to repair the damage caused by Steve Harvey's mistake.

Keywords: Pragmatic, Strategy Apology, evasive strategy, direct apology, indirect
Apology

Abstrak

Penelitian ini bertujuan untuk mengetahui strategi permintaan maaf apa yang dilakukan Steve Harvey ketika ia mengumumkan Miss Universe 2015 dalam video klarifikasi kesalahan pengumuman tersebut dan strategi apa yang dominan digunakan oleh Steve Harvey dalam video t ersebut. Data ini dianalisis dengan menggunakan teori jenis strategi permintaan maaf dari Trosborg (1995). Data dalam penelitian ini adalah video penjelasan yang dibuat oleh Steve Harvey atas kesalahannya dalam mengumumkan pemenang Miss Universe 2015, video tersebut diambil dari YouTube. Dalam menganalisis data, peneliti melakukan beberapa langkah. Yaitu: mengidentifikasi data, menjelaskan data, dan menarik kesimpulan. Hasil penelitian ini menunjukkan bahwa terdapat lima jenis strategi permintaan maaf yang digunakan Steve Harvey dalam mengumumkan pemenang Miss Universe 2015., jumlah strategi mengelak sebanyak 8 data (33,33%), permintaan maaf tidak langsung sebanyak 11 data (43,83%) , permintaan maaf secara langsung sebanyak 2 data (8,33%), dukungan remedial sebanyak 1 data (4,16%)), dan strategi opt out sebanyak 2 data (8,33%). Seluruh sub strategi dukungan perbaikan yang digunakan oleh Steve Harvey bertujuan untuk memperbaiki kerusakan yang diakibatkan oleh kesalahan Steve Harvey.

Kata Kunci: Pragmatis, Strategi Permintaan Maaf, strategi mengelak, permintaan maaf langsung ,permintaan maaf tidak langsung.

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INTRODUCTION

Pragmatics is the study of languages that are currently popular. Linguists are aware that efforts to get to the nature of language will not produce the best results without an understanding of pragmatics. Pragmatics relates to how speakers use language in context, which cannot be predicted from pure linguistic knowledge, especially semantics, which cannot be predicted from pure linguistic knowledge, especially semantics relating to the internal structure of language (Griffiths, 2006: 153). Another definition of pragmatics put forward by (Manurung, 2022), pragmatics is a field of linguistics that discusses what speakers mean by something from what is said based on the context that influences the speech when the speech is delivered. Therefore, studying language through pragmatics allows people to gain a better understanding. Like apologies in apologies, several strategies help to gain a good understanding. The apology made by a person who has hurt another person's feelings is crucial in everyday life. Apologizing is something that must be done by everyone when they have done something wrong to someone else. According to Goffman (1971: 7), an apology serves to alter the potential meaning that may be attached to an action by an exchange of (work) remedies transforming what may be objectionable into what might be acceptable. (Brown and Levinson 1978: 5), Apology is a communicative activity that requires the defense to act with grace, both in plain language and in a more technical sense, paying attention to the recipient's face. So, it can be concluded that the social function of an apology is to repair social relations whereas an apology can help repair damaged social relations due to actions or mistakes committed. By admitting mistakes and expressing regret honestly and sincerely, perpetrators can show a sense of responsibility and a desire to improve the relationship, then can build trust and openness. Apologies can help build trust between individuals or groups involved in conflict with mistakes and expressing regret sincerely, apologies can show openness and honesty in interacting with others and avoid conflicts and social tensions. With guilt and expressing remorse honestly and sincerely the reduce can pain or tension felt by the victim or those affected by the act. So, an apology is a way to improve relationships with people who have been hurt by mistakes or express egret so as to reduce pain and provide peace for those affected.

Many people at this time express apologies in different ways or strategies. The branch of speech act known as apology strategy studies how language may be used to make things better between speaker and listener. The speaker might express regret in a variety of ways. In general, an apology strategy is a method or approach taken to apologize and repair damaged relationships due to mistakes that have been made. This strategy involves several elements, such as acknowledging mistakes, regrets, and efforts to repair damage or negative impacts

that arise. Benoit and Pang (2008: 10) state that the apology strategy involves action aimed at restoring reputation and rebuilding damaged relationships between the individual or organization that made the mistake and those who feel harmed. According to Alquraishy (2011: 5), when doing an apologetic act, they should use certain apology techniques. It serves to keep the connection intact and, at the very least, make the offender feel less insulted. Everyone has a different method for apologizing to others. If they apologized to them explicitly by using a verb like "sorry," "apologize," or "pardon," or if they did so inadvertently by providing an explanation or accepting responsibility, the most typical tactic employed by the speaker is an apology. It is a tactic to demonstrate that the speaker is aware of the error and regrets it. These four strategies include expressing remorse, making an apology offered, asking for forgiveness, giving an account of what happened, and accepting responsibility. Brown and Levinson (2010: 101) state the apology plan is an effort to lessen social tension between the wrongdoer and the victim, by admitting mistakes, expressing regret, and showing concern for the loss experienced by the victim. Lazare (2004: 13) states that the apology strategy is a communication process carried out by the erring person to express regret, accept responsibility for the mistakes made, and offer an apology to the victim. According to Searle and Vandervaken (1985: 14), apologizing is the act of an agent speaker expressing their negative emotions to a patient addressee to soothe them. Four people who apologized were discovered by the researcher; they said things like, "I'm sorry I didn't, I apologize, Mr. Fitra; I'm sorry, I can't; I thought I owed you an apology." In contrast to the notion presented above, all of these statements are made to express sorrow and apologize for the error. It differs from the earlier theory. According to Olshtain and Cohen in Wolfson & Judd (1983: 3), the method entails acknowledging responsibility, expressing self-deficiency, identifying the other person as deserving of an apology, indicating a lack of purpose, offering to make things right, and promising to be patient. When the speaker acknowledges and accepts responsibility for the error, it is referred to as accepting the blame. For instance, "It's my fault", "I know I make a terrible mistake" or "It's my entire mistake". The speaker uses a tone of self-deprecation to justify themselves. To explain the error and offense, she explains. For instance, "I did not see you," "I was not thinking," "I was confused," and "I was not thinking".

 Trosborg (1995: 376), suggests that there are 5 apology strategies that are remedial support, opting out, indirect strategy, direct strategy, and evasive strategy. The first of the five tactics is opting out. Opting out of 21 statements, 10 statements are classified as indirect strategy, 13 statements as remedial support, 3 statements as a direct apology, and just one statement as an evasive approach.

Miss Universe 2015 was the 64th Miss Universe pageant that was held at the AXIS at Planet Hollywood in Las Vegas, Nevada, United States on December 20, 2015. It was the first edition of the pageant to be held under

the ownership of WME/IMG, which purchased the Miss Organization Universe from Donald Trump on September 14, 2015. This is also the first Miss Universe event to be telecast by Fox and Azteca as the respective pageants' English and Spanish language broadcasters.

Steve Harvey a presenter of the Miss Universe event made a mistake when announcing the winner of the event. Harvey announced Miss Colombia was the winner, when in fact it was Miss Philippines who was the winner. This mistake triggered a negative reaction from the audience, participants, and social media. In a mistake that was made by Steve Harvey, he made various clarifications of apologies to Miss Universe Columbia and the Philippines and all participants and all netizens who watched. In this clarification, Steve Harvey uses several apology strategies. Steve Harvey made an official statement and aired it on social media and television, where he directly apologized to Miss Colombia, Miss Philippines, the audience, and everyone involved in the event. Harvey admits his mistakes and places full responsibility on himself. Based on the accident, Harvey expresses sincere regret for his mistakes and acknowledges that he has caused pain and disappointment to many people. Harvey promises that he will correct the error by resolving the problem and avoiding similar mistakes in the future. Harvey also made efforts to restore his reputation by showing remorse and returning to his presenting duties in a better way. The mistakes made by Steve Harvey are the basis for the author to analyze the apology strategies used by Steve Harvey in conveying an apology for the mistakes he made at the Miss Universe 2015 announcement based on Trosborg's theory of apology strategy (1995: 376).

The objective of this research is to find ways to apology strategy of Steve Harvey on several podcasts or television shows. To know what strategy is more used by Steve Harvey.

The focus of this research is on pragmatics, there are several strategies in speech acts that is declaration, representative, commissives, directives, and expressive. This research focuses on expressive strategies to analyze the apology strategy used by Steve Harvey in announcing Miss Universe 2015, this research uses theory from Trosborg (1995: 374), to explain what apologetic strategy Steve Harvey used in clarifying an apology.

In this research, a qualitative descriptive method will be used as the research design. According to Gay et al. (2012: 4), descriptive research entails gathering data to address the question regarding the current status of a study object. This research will focus on how people use the strategy of apologizing and what apologizing strategies can be used. This study focuses on Steve Harvey's apologizing techniques in several of his explanation videos. The study's main issue is what tactics Steve Harvey employed in his video explanation of the error in the announcement of Miss Universe 2015. The data from 4 videos and 24 strategy apologies were used by Steve

Harvey.there are three data source stages to take while analyzing the data to apply other strategic procedures: The initial phase in this study's analysis of the data is data reduction. The study's results take the form of a videotaped chat between Steve Harvey and a participant. In this stage, the first step is to watch the video carefully, the second is to pay attention while listening and double-check the information by reading the subtitles to comprehend the discussion of Trosborg's thesis. Then, the third chooses a sentence from the film which illustrates how the apologetic tactic is used. Continuing reading a summary can make it easier for the writer to examine the data and proceed to the following step and write in the note the apology theory and strategy contained in Steve Harvey's clarification apology video which was also carried out. The following step is to select the data-gathering method to use data collection techniques the method by which writers collect data in their studies. In this research, there are several techniques in the data, they are: searching the video Steve Harvey clarification video about mistakes made in the Miss Universe 2015 announcement, watching the video, and taking note of a word that Stave Harvey said.

RESULT AND DISCUSSION

The data in this study were taken from the dialogue conversation between Steve Harvey and from a video clarification about the mistake in announcing the winner of Miss Universe 2015. Video clarification is taken from YouTube. There are 5 types of strategy apology studied by the author in the dialogue clarification Steve Harvey, that is evasive strategy, indirect strategy, direct strategy, remedial support strategy, and opting out strategy. The data can be seen in the table below.

Table 4.1 Explanation of Strategies of Apology

No	Strategy Apology	Definition
1.	Evasive Strategy	Evasive strategies refer to a set of tactics or techniques employed to avoid or evacuate a particular situation or outcome.Overall, evasive strategies involve actively trying to elude or escape unfavorable circumstances, often by employing tactics that obscure the true intent or actions of the individual or organization.
2.	Indirect Apology	It is a way of apologizing that may involve using vague language, expressing sympathy or empathy, or offering condolences, without explicitly accepting blame or taking full responsibility for the wrongdoing.

| 3. | Direct Apology | | A direct apology refers to a straightforward and sincere expression of remorse, regret, or acknowledgment of responsibility for one's actions or words. It involves explicitly accepting fault, admitting wrongdoing, and expressing genuine remorse for any harm, hurt, or inconvenience caused to others. |
| 4. | Remedial Strategy | Support | Remedial support refers to decisive steps or actions taken to improve a situation or restore a relationship after making a mistake or causing harm to someone else. This involves making a real effort to overcome the negative impact of an unfortunate action or word and providing relevant support or appreciation, among others. |

Analysis data

At this stage, using qualitative data analysis techniques, according to Gay et al. (2012: 4), descriptive research entails gathering data to address the question regarding the current status of a study object. This section has collected and transcribed all the dialogues of Steve Harvey in the 4 video clarifications from YouTube. Based on the data will be selected, focused, and simplified the data into the form of a data analysis

Evasive strategy: "Listen you are for a really special show today something that uh I have waited to do myself you know so a year for a special day, so let's do it take a look at this tape." The utterance came out in Steve Harvey's clarification video at 01:18 minutes. Steve invites the audience to look back at the footage of the incident at the Miss Universe announcement so that the audience can see what happened again and can judge whether he is guilty or not, the statement " so let us take a look at this tape "shows the truth and not his fault. Based on this utterance, it is included in the strategy evasive apologizing, because the utterance contains the nature of evasive strategy by inviting to pay attention to something that supports the innocent perpetrator.

Indirect apology: "I could tell you some hard parts for me my deeper concern was for the two women it was because as bad as I felt oh my god Miss Colombia how could she possibly have felt my heart bled for her and I have not been able to talk to her since that night I went to bed at 12:30 I woke up at 2:30 I could not even sleep but my girl got her with me Marjorie my wife she got up with me she was the best" The utterance came out in Steve Harvey's clarification video at 08:10. Harvey explained to the talk show audience that he felt bad for Miss Columbia and that he wanted to meet Miss Columbia, and he also explained that it was very hard for him to fall asleep when he knew that he would see Miss Columbia again. The utterance " could not even sleep" stated that he probably felt guilty he couldn't sleep properly. So, he indirectly regretted what happened. Based on his utterance, it is included in the strategy of indirect apologizing, because the utterance contains the nature of indirect apology that is saying the consequences he felt because of the incident.

Direct apology: "I needed to forgive me, I needed her too long to know that I was genuinely sorry because I felt horrible." The utterence came out in Steve Harvey's clarification video at 00:55. Harvey explained that the audience should forgive him, as he did not know about the incident and he felt sorry and bad for everyone. The word "forgive" means to forgive because there was an error. So, Steve Harvey apologized right off the bat because he immediately admitted he was sorry and felt bad for the whole audience. Based on this utterance, it is included in the strategy of direct apologizing, because the utterance contains the nature of direct apology because he issued a direct apology without avoidance.

Remedial support apology: "Let me tell you something I promise you this woman will be on that stage next year, I am gonna have a lot of people let her read". The above utterance came out in Steve Harvey's clarification video at minute 04:22. Harvey said that he would ask many people to support him at the Miss Universe event next year and he promised to help Miss Columbia at the event. The utterance "I promise" is a sentence that supports an apology that is made, so that it is accepted and can melt hearts. Based on this speech, it is included in the strategy of apology remedial support, because the speech contains the characteristics of remedial support that is expressing statements that have the meaning of taking the victim's sympathy.

Opting out an apology: "No I have never been drunk a day in my life so did I gamble in Vegas I gamble in Vegas all the time but I was at rehearsal I did a full run-through with everybody perfectly." The above utterance came out in Steve Harvey's clarification video at 03:00. Harvey explained that he has never been drunk once in his life, if he gambles in Las Vegas he only gambles sober, and after that, he also works out. In the utterance "No I have never drunk a day in my life" he emphasized that he did not drink so he was innocent. Based on this speech, it is included in the strategy of apology opting out, because the speech contains the characteristics of opting out that is expressly stating that the incident was not a mistake.

Based on the analysis above, there are 5 apology strategies used by Steve Harvey in his clarification video that is 8 evasive strategy data, 11 indirect apology data, 2 direct apology data, 1 remedial support data, and 2 opt-out data. From the research findings above, it appears that apologizing strategies can be classified based on the situation and context.

To find out the dominant strategies of apology used by Steve Harvey, the researcher calculates the percentage of each strategy of apology. The results of these calculations can be seen in the following table :

Table 4.2 Percentage Of Strategies Apology

no	Types Of Strategy Apology	Number Of Apology	Percentages
1	Evasive strategy apology	8	33.33 %
2	Indirect strategy apology	11	43.83%
3	Direct strategy apology	2	8.33%
4	Remedial support strategy apology	1	4.16 %
5	Opting out strategy apology	2	8.33%
	Total strategies apology	24	100%

Table 4.2 show the total number of strategy apology used by Steve Harvey 24 data of strategies apology, the researcher found the number of evasive strategies was 8 data (33.33%), indirect apologies 11 data (43.83%), direct apologies 2 data (8.33%), remedial support is 1 data (4.16%)), and opting out strategies as much as 2 data (8.33%). Based on the percentages data above, the researcher concluded that indirect apology was the most dominant strategy apology used by Steve Harvey in announcing the winner of Miss Universe 2015. The dominant strategy used by Steve Harvey is indirect apology which is 11 data (43.83%). Indirect apologies happened because, in Steve Harvey's clarification video, he uses indirect apologies more. For example " I have made countless mistakes in my life".

The strategy used by Steve Harvey in data analysis is influenced by several factors such as situation, status, familiarity, coercion, and circumstances. This will be a different answer from Steve Harvey according to the situation influenced by these factors. This shows that Steve Harvey was aware of using this strategy to apologize for a different situation. From the results of these studies, researchers found different results from initial observations. Steve Harvey used the exact apology strategy if he was given such a situation depending on the different context in which he was talking; his higher or lower status, how close the relationship (familiarity) between the speaker and the listener, as well as the questioner and the answerer.

So, in this study, the type of video apology strategy that Steve Harvey made about the mistake in the announcement of the Miss Universe 2015 winner was an indirect apology strategy because this type is always used in his 5 clarification videos.

Validity (Triangulation)

To assess the authenticity of the data, the legitimacy of the data must be employed and verified. This research will employ a triangulation approach will examine the accuracy of the data. Data triangulation, according to Wijaya

(2018: 120–121), is a method of verifying data from many sources in diverse ways and at various periods. It evaluates the sufficiency of data by the convergence of several data sources or various methods of data collecting. Data could be said invalid if it could be measured and proven in all by others or resource data. Compared with Chapter III the researcher used triangulation data in this research so the researcher carried out the analysis repeatedly competently to get the correct results with 24 data, evasive strategies with 8 data (33.33%), indirect apology with 11 data (43.83%), direct apology with 2 data (8.33%), remedial support with 1 data (4.16%)), and opting out strategies with 2 data (8.33%).

CONCLUSION

This research find the type of "apology strategy". In this research, a total of 24 data. Of the 24 pieces of data found, the researcher classified them one by one based on the type of apology strategy. As a real fact, the number of evasive strategies is 8 data (33.33%), indirect apology is 11 data (43.83%), direct apology is 2 data(8.33%), remedial support is 1 data (4.16%)), and opting out strategies as much as 2 data (8.33%). The dominant strategy used by Steve Harvey is indirect apology which is 11 data (43.83%). Indirect apologies happened because of Steve Harvey's clarification video, he uses indirect apologies more. For example " I have made countless mistakes in my life".

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