Strategy of Apology in Buginese: A Sociolinguistic Study

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ABSTRACT

The research aims to elaborate the apology strategies employed by Buginese speaker and explore the structure of apology based on social relation between interlocutors. The result reveals that Buginese speaker use various strategy of apology in apologizing but the most dominant apology strategy do Buginese speakers employ in apologizing is acknowledgment responsibility with four substrategies expressing lack of intent, expressing self deficiency, accepting blame, expressing of embarrassment. Moreover, the complaint, showing the effort, showing desire, and brushing off the incident as unimportant is exist in the data as modification of apology strategy from six scholars and others prior researcher. Therefore, it can conclude that Buginese people employ indirect apology such as acknowledgment of responsibility, explanation, an offer of repair, interjection, address term in their apology eventhough it combines with direct apology whether in the beginning, middle or in the end of utterances or response to show her/his polite behavior to others.

1. Introduction

An apology is generally a compensatory action to an offense in which the speaker was casually involved and costly to H, hearer (Bergman and Kasper 1993:82). By 'costly' means that there is face threatening or even misunderstanding. Direct apology (IFID) is uttered by expressions like 'I apologize and I am sorry. But other indirect apology strategies represent apology for the mistakes. The offender uses other expression and verbs like regret, forgive, pardon, justification or explanation, etc. (Blum-Kulka & Olshtain, 1984). As some of previous studies in different language, the most frequent strategy that use first to apologizing is an expression of apology or Illocutionary force indicating device (IFID). While in Buginese, most of the offender is firstly the justification or explanation when the mistakes occur (Bachriani, et al., 2018).

Related to the explanation above, it is interesting to analyze the apology strategy in Buginese, especially in Bone district. There are various expressions or strategies that Buginese speaker perform in different situations (Tahir, et al., 2018). The main analyzers of this research are age and social relation to investigate the differences of the apology speech acts' realizations in Buginese. In other words, this research can reveal how those variables can influence people's speech. Therefore, this paper sought to answer the following questions:(1) what kind of apology strategies do selected Buginese employ? (2) how social relation determine the way people employ their apology to the addresse.

2. Literature Review

2.1 Type of Apology Strategy

There are some apology strategies proposed by some scholars, such as: 1) Fraser (1981), 2) Olsthain & Cohen (1981), 3) Blum Kulka, House & Kasper (1989), 4) Bergman and Kasper (1993), 5) Holmes (1990), and 6) Trosborg (1994). These are some explanation of the strategies above:

Fraser (1981) classifies apologies into nine strategies, namely: requesting the acceptance of the given apology, announcing that apology is forthcoming through clauses, stating the offender's obligation to the apology with words like "I must apologize", offering to apologize, expressing regret for the offense through the use of intensifiers, acknowledging

responsibility for the act, requesting forgiveness for the offense, promising forbearance from a similar offending act, and offering redress to show that the offender really regrets the offense with offers.

Olsthain & Cohen (1981) describe apology as "a speech act set" which is comprised of five potential semantic formulas, namely: 1) Expression of an Apology or Illocutionary Force Indicating Device (IFID), this formula can be classified into three sub-strategies: expressing regret (*e.g., I am sorry*), offering apology (*e.g., I apologize*), and requesting forgiveness (*e.g., Excuse me. / Forgive me*); 2) Acknowledgement of responsibility, there are three sub-categories: accepting blame (*e.g., It's my fault*), expressing self-deficiency (*e.g., I wasn't thinking*), and recognizing that the other person deserves an apology (*e.g., You are right*); 3) Explanation or account-this formula varies according to the context (*e.g., I was sick. / There was an accident. / I forgot / I had to work*); 4) Offer of repair-this formula occurs only in certain contexts (*e.g., I'll pay …/ Let me help you*); 5) Promise of forbearance-this formula occurs only in certain contexts (*e.g., It won't happen again*).

Blum-Kulka, House, and Kasper (1989) classified apology strategies into five categories, namely: offer of repair, illocutionary force indicating devices, taking on responsibility, promise of forbearance, and explanation or account. On the other hand, Bergman & Kasper (1993) categorized six apology strategies which provide more comprehensive list as follows: a) Illocutionary Force Indicating Device (IFID), which is an apology strategy that expresses regret explicitly through uttering expressions, such as "*sorry*", "*excuse me*", "*forgive me*", "*I regret*" (Blum-Kulka&Olshtain, 1998). This strategy emphasizes the speaker's need to gain forgiveness for his/her actions through overtly expressing his/her regret. b) Upgrader and apology strategies, which refer to words/expressions which give more power to the apologetic expressions, such as "*very, so, terribly* etc." c) Taking on responsibility, in which the apologizer strives to make up for his/her fault through taking verbal and non-verbal actions. Such a strategy can be divided into three sub-categories: expressions of self-blame, expressions of lack of intent and expressions of admission of fact (Cohen &Olshtain, 1981). d) Downgrading responsibility or the severity of the offence, in which the speaker attempts to reduce his/her responsibility for the offence. Such an act can be expressed via various strategies, eg, excuse, claiming ignorance, justification, problematizing a precondition, reducing the severity of the offence, and denial. e) Offers of repair, where the offer endeavors to repair the damage brought about by his/her offense (Cohen &Olshtain, 1981). Such an act can have a literal sense or may come in the form of payment to compensate the victim of that fault when actual repair is impossible. f) Verbal redress, where the offender shows concern for the offendee.

On the other hand, Holmes (1990) classified apology strategies into four super strategies with eight subcategories.

a. Explicit expression of apology,

  1) an offer of apology (I apologize)

  2) an expression of regret (I'm sorry)

  3) request for forgiveness (Excuse me)

b. Explanation or account (The traffic was bad)

c. Acknowledgement of responsibility,

  1) accepting the blame (it's my fault)

  2) expressing self-deficiency (I was confused)

  3) recognizing V as deserving apology (You are right)

  4) expressing lack of intent (I didn't mean to)

  5) offering repair/ redress (we will replace it)

d. Promise of forbearance (it won't happen again)

On the other hand, when offenders do not need to apologize, they have a number of options, which are classified, but not analyzed by Olshtain and Cohen as follows:

a. No verbal reaction (opt out);

b. Denial of the need to apologize (e.g., No need for you to get insulted);

c. Denial of responsibility-this formula can be categorized into two types: not accepting the blame (e.g., It wasn't my fault.), and blaming others (e.g., It's your fault.)

Moreover, Trosborg (1994:379-383) also finds some apology strategies. According to her, the restoration of a complainable may be performed directly using an explicit apology utilizing one of the verbs directly signaling apology (apologize, be sorry, excuse, etc). It can also deliver indirectly by taking responsibility or giving explanations. A potential apologizer may find reasons to minimize the degree of the offense. If the offence in question is grave one, a verbal apology may be insufficient to restore the damaged relationship. Remedial strategies can take the form of verbal re-compensations (apologies, explanation, etc.) or in more severe cases in which verbal remediation is insufficient; strategies attempting a remedy of the complainable may be required. An offer of repair is often needed when a verbal apology is inadequate to restore social harmony. A promise of forbearance relates to future behavior. An apologizer promises that she/he will never perform the offense again. The offender usually uses the strategy of expressing concern as an additional attempt to placate the complainer (Soesilowati, 2009). The further explanation about Trosborg's apology strategy as follows:

a. Evasive Strategies

This strategy is closely related to strategies in which the complainee fails to take on responsibility. But he/she doesn't deny the responsibility. Nevertheless, the complainee may be only partly responsible. This strategy applies these three sub-strategies:

Minimizing

e.g., what about it, it's not the end of the world

oh, what does that matter, that's nothing.

Querying preconditions

e.g., well, everybody does that.

Blaming Someone Else

The offense committed by the complainee can be partly excused by an offence committed by a third party.

e.g., I broke the vase because she suddenly pushed me.

b. Indirect Apologies

Acknowledgment of responsibility

When a complainee chooses to take on responsibility, he/she can do so implicitly or explicitly and with varying degrees of self blame. These are the sub-strategies of this strategy:

1) Implicit Acknowledgment; e.g., I can see your point, perhaps I shouldn't have done it.

2) Explicit acknowledgment : e.g., I'll admit I forgot to do it.

3) Expression of lack of intent : e.g., I didn't mean to.

4) Expression of self-deficiency : e.g., I was confused ; You know I am bad at…

5) Expression of embarrassment : e.g., I feel so bad about it

6) Explicit acceptance of the blame : e.g., It was entirely my fault ; You're right to blame me.

Explanation or account

A complainee may try to mitigate his/her guilt by giving an explanation or account of the situation. Various kinds of mitigating circumstances serve as indirect apologies and may be put forward on their own or in addition to a direct expression of apology. An explanation consists of:

1) Implicit explanation : e.g., Such things are bound to happen you know.

2) Explicit explanation : e.g., Sorry I'm late, but my car broke down.

Direct Apologies

c. Direct Apologies

An apologizer may choose to express his/her apology explicitly. Here are the sub-categories of this strategy;

Expression of regret

e.g.,   I'm sorry to keep you waiting sorry about that

I'm sorry to have been so long in getting in touch with you.

Offer of apology

e.g.,   I apologize for…..

Please accept my sincere apology for..

My client would like to extend his apologies to you for the inconvenience involved.

Request for forgiveness

e.g.,   Please forgive me, I'm terribly sorry about

Excuse me, I'm sorry for interrupting you, but…

Pardon me, I didn't hear what you said.

d. Remedial support

If the gravity of the offense is a severe one, a verbal expression of apology is hardly enough to place the offended person. Explanation and justifications may be needed. Furthermore, additional support may be offered. It can be in the form of verbal expressions of concern, or promises with regard to future behavior and remedy of the offence.

Expressing Concern for Hearer

In order to pacify a complainer, the complainee may express concern for his/her well-being, his/her condition, etc.

Promise of Forbearance

When apologizing, the speaker takes responsibility by expressing regret, and he/she will be expected to behave in a consistent fashion and not immediately to repeat the act for which he/she has just apologized. With respect to future behavior, an apologizer can promise that he/she will never perform the offence again. He/she can also promise to improve his/her behavior in a number of ways. The performative verb promise often signals such responses. For example, it won't happen again, I promise.

Offer of Repair

An apologizer may offer to repair the damage caused by his/her infraction. Repair may be offered in its literal sense or as an offer to pay for the damage. In situations in which actual repair is not possible (not wanted, etc.), the apologizer may offer some kind of compensatory action or tribute to the complainer.

Repair: e.g., I'll pay for the cleaning.

Compensation: e.g., you can borrow my dress instead.

3. Methodology

Descriptive qualitative research used in this research and adopts DCT (Discourse Completion Test) as the research instrument for collecting data. DCT is a form of questionnaire describing some natural situations to which the respondents are expected to react making apologize.

The data of this research are analyzed based on the compilation of strategy from six linguists such as Fraser (1981), Olsthain & Cohen (1981), Blum Kulka, House & Kasper (1989), Bergman and Kasper (1993), Holmes (1990), and Trosborg (1994).

4. Findings

The apology strategies employed by selected Buginese Speaker:

Situation 1:

When riding a motorcycle, you unintentionally passed a pool of water and some of the water exposed an old woman who was walking. How is your reaction and what would you say?

The example of apology strategies:

Adddampengekka puang, dee wattungkai kenna wajutta uwwai tajenni puang usellengakki. (I am sorry Mr./Mrs, I am not in purpose to get your cloth wet, I will change it.)

Adddampengekka (IFID) *puang* (address term)*, dee wattungkai kenna wajutta uwwai* (expressing lack of intent) *tajenni puang usellengakki* (offer of compensation)

Situation 2:

A not-so-close family (uncle/aunt) invited you to attend his/her grandchild's *aqiqah* (a new-born baby party), but you could not come. In another time, you met him/her and he/she asked your reason for not coming to the party. What would you say to your family?

The example of apology strategies:

Taddampengekka, dee u sempa' kasinna pole di acarana eppoota biasa, pa'na engka to acaraku. (I am sorry I can not come to your grandchild's party because I also have party at that time).

Taddampengekka (IFID)*, dee u sempa' kasinna pole di acarana eppoota biasa* (expressing self deficiency)*, pa'na engka to acaraku* (explanation)*.*

Situation 3:

Fitri and Mini are close friend and in the same age. Fitri borrowed Mini's book but Fitri's child tore the book's cover. When the book was returned, Mini shocked to find the book without cover. Mini: What happened with the book? Fitri:

The example of apology strategies:

Aja tamacai di silo, nasaba nakape anakku paddoko bo bo ta. (Please don't be angry, because my child tore yoor book cover).

Aja tamacai (asking victim not to be angry) *di* (intensifier) *silo* (address term)*, nasaba nakape anakku paddoko bo bo ta* (explanation).

Situation 4:

You are a teacher. You promised to return your students' work sheet. But you forgot to bring it to school. One of your students asked about it? What would you say to your students?:

The example of apology strategies:

Oh, wallupai tiwii I nak, bajapi, jokka bawanni di ruanganku malai. (I forget to bring it, tomorrow please you directly come to my work room)

Oh (interjection)*, wallupai tiwii I* (expressing lack of intent) *nak* (address term)*, bajapi* (promise)*, jokka bawanni di ruanganku malai* (command).

Situation 5:

Your father asked you to wash his car. But you forgot. And now he is angry. What would you say to your father?:

The example of apology strategies:

Pa', dee ulle bissai otoo ta, utiwirang bawanni di abbissang oto e. (Dad, I can't wash the car, I will go it to the car wash soon).

Pa' (address term)*, dee ulle bissai otoo ta* (negative ability)*, utiwirang bawanni di abbissang oto e* (gives alternative)*.*

Situation 6:

You are a husband who promises to stop smoking. But in fact you smoked again and your wife found you out. What would you say to your wife?

The example of apology strategies:

Macinna laddde ka ndi, dee na tuh paimeng. (I really want it, I won't do it again)

Macinna laddde ka (showing desire) *ndi* (address term)*, dee na tuh paimeng* (promise of non recurrance).

5. Discussion

In the present study, the researcher identifies the apology strategy based on the compilation of strategies from six linguists such as Fraser (1981), Olsthain & Cohen (1981), Blum Kulka, House & Kasper (1989), Bergman and Kasper (1993), Holmes (1990), and Trosborg (1994) with a modification based on the data.

The modification suggested in this study is the addition to the notion of classification of apology strategy developed by the scholars based on the phenomena found in the research. The strategy is added up to this compilation is showing desire. Offender uses showing desire to minimize the mistake. The example of this strategy is when the speaker apologizes to his wife because the offender did not fulfill the promise not to smoke again. "*Macinna laddde ka* (showing desire) *ndi* (address term)*, dee na tuh paimeng* (promise of non recurrance)". Showing desire is followed by address term and promise of non recurrence strategy to minimize the anger of the addresse.

Moreover, by referring to the taxonomy of apology proposed six scholars, and by comparing it with the data of this research, the researcher finds some phenomena of the apology structure of Buginese differ from the structure of apology of English. The example can be seen in the situation "You borrowed your friend's umbrella, but it broke because of the strong wind. What would you say to your friend?:"

Table 1: Apology Structure of Buginese and English

	You borrowed your friend's umbrella, but it broke because of the strong wind. What would you say to your friend?:
B	*dee wattungkai langgo, ma dire ladde anging e.* I did not do it on purpose. It was because of the strong wind)
	dee wattungkai (Expressing lack of intent) *langgo* (address term)*, ma dire ladde anging e* (explanation)
E	I am so sorry, I broke the umbrella, I will replace it.
	I am so sorry (IFID), I broke the umbrella (Accepting Blame), I will replace it (Offer of Compensation).

By seeing the response above, it shows that most of Buginese people use indirect apologies as strategy to deliver their apologies to others. Buginese people pay attention to be polite to others by showing the indirect apology in apologizing than direct apology. Eventhough direct apology is also used when apologizing, it combined with other indirect apologies, whether direct apology put in the beginning, middle, or end of the response/utterance. Whereas, some cultures such as English, IFID, or apology expressions are the most frequent strategy used first by them to deliver their apology. It is different from another culture such as American who always starts their apology by saying IFID or expression of apology and followed by other strategies.

The Structure of Apology to the Old Stranger

R	*Ta*	*ddampenge kka*		*puang*	*aji,*
	2nd SING	sorry	1st SING	Mr./Mrs.	Hajj
	Dee	*wa-ttungkai*	*melo*	*pakennai-ki*	*wai.*
	Not	1st SING-in purpose	want	touched-2nd SING	water

	"I am sorry Puang Aji, I didn't mean to get you wet."
STR	IFID + Address Term + Expressing Lack of Intent

The response above consists of IFID + Address Term + Expressing Lack of Intent. The response by teacher here is expressing regret first and followed by polite social marker *puang aji* "the older woman with title Hajj" and express lack of intent and stating the situation. Penghargaan as a *puang aji* give to the hearer to show respect and polite behavior even thought the respondent or offender does not know whether the hearer is Hajj or not. The respondent shows positive face to minimizing the offence to the hearer. Formality is shown by the offender seeing the distance between them. As Holmes (1995), though one could argue that this variable is closely related to social distance and power, for context tend to be formal when +D or +P are involved. Yassi (1996, 2012), added that Kinship (K) also have a role to determine whether speaker used formality or casual form in interaction.

The Structure of Apology to the Distant Families

R	*Ta-dampenge-ka* *puang* *dee u-jokka*
	2ndSING-forgive-1stSING Mr./Mrs. not 1stSING-go
	Di acara-ta nasaba massamang-i
	PREP event-2ndSING because coincide-3rdSING
	Acara kantoro-ku
	Event office-1stSING
	I am sorry Mr./Mrs, I didn't go to your party because it is coincide with my event in office.
STR	IFID + Address Term + Expressing Self Deficiency + *E*xplanation

The table above shows that Buginese people pays attention to being polite to others includes to older people. Such the respon above, they tend to use IFID as the first strategy and followed by polite social marker *puang* to show her/his polite behavior in accosting someone. Acknowledgment responsibility added by using expressing self deficiency like *dee u jokka di acarata*, it is indicates that she/he has done the offence with doesn't attend the aunty's party. The response closed by the explanation to describe the reason she/he doesn't come to that party.

The Structure of Apology to Friend

R	*Na kape-i mbe anak ku bo' ta.*
	3rd SG tore-3rd SG child 1st SG book 2nd SG
	Matupi u palisui di'. U parakai doolo.
	Later 1st SING back. INTSF 1st SING repair first
	My child tore your book, I'll give it back soon, I'll fix it first
STR	Explanation + Request + Offer of Repair

The table above indicates that Buginese people tend to use explanation as the first strategy when apologizing. Although in some responses, the respondent use direct apology as the first strategy such as expressing regret. Although some other indirect apology also used to response the situation. Some of the respondents also used statement of the situation, asking victim not to be angry, interjection and request as the first strategy. Those strategies followed by another strategy such as rhetorical question, address term, intensifier, querying preconditions or even offer of repair.

The Structure of Apology of Teacher to the Students

R	*Hamma wa lupai tiwii I nak*
	INTRJ 1stSING forget bring 3rdSING child

	Bajapi jokka bawan ni di ruangan ku
	Tomorrow go only 2ndSING on room 1stSING
	I really forget bringing it, tomorrow please you directly come to my work room.
STR	Interjection + expressing lack of intent + address term + offer of compensation + command

Indirect apology is shown by the respondent in this situation as the first strategy when apologizing. Interjection is followed by acknowledgment responsibility and addrees term. The use of remedial support strategy like offer of compensation or promise is use to recognize that the hearer has a desire to be respected. As Brown & Levinson, (1987) states that the speakers emphasized the establishment of solidarity and intimacy and include expressions centered on hearer's interests, wants, needs, and things that he or she has. For instance: exaggerated expression of interest, expressions of approval, sympathy and interest, asserting knowledge of the hearer's wants, offering and promising.

The Structure of Apology of Child to his/he Father

	Awiii pa e wa-lupai cina'pi u-bissai deh.
	INTRJ Dad 1stSING-forget later 1stSING-wash PARTC
R	*Aja di-macai di' pa'*
	Don't pass-angry INTSF Dad
	Oh no, I forgot, I'll wash it soon. Please don't get angry, Sir.
STR	Interjection + address term + expressing lack of intent + request + asking victim not to be angry + intensifier + address term

The structure of apology used in the response above is interjection + address term + expressing lack of intent + request + asking victim not to be angry + intensifier + address term. The use address term twice indicate that the son/daughter acknowledge the offence have been done because of her/his lack of intent. Pleading for understanding also employ to make sure that the addresse won't be angry because of him/her. The offender use both positive politeness and negative politeness.

The Structure of Apology from Husband to Wife

	Ana na' e peddarai ka tole
	Guys offer 1stSING cigarette
R	*jadi majaa sedding ditolak i.*
	so bad PTCL deny 3rdSING
	my friend asks me to smoke
STR	Blaming Someone Else + Minimizing the Degree of Offense

From the response and structure of apology strategy above, it can be seen that Buginese people acknowledge the mistakes that have been done although they tend to use indirect apology such as accepting blame, expressing self deficiency, showing desire, etc. And the Buginese people also used remedial support like promise of non recurrence that shows that they are really regret the mistake and promise to do not repeat the mistakes. It is also used to calm down the anger of the addressee.

5. Conclusion

Buginese speaker use many strategies to apologizing. But, the most frequently or dominant strategy used in all situations is acknowledgment responsibility with four sub-strategies: accepting blame, expressing self deficiency, expressing lack of intent, and expressing embarrassment. Acknowledgment responsibility is employed by the Buginese speaker when they realize to be responsible for the offense. Buginese speaker also employed various structures of

apology strategies. The most dominant structure use is Acknowledgment Responsibility + Address Term + Explanation. The structures of apologies are different based on their social relationships. When they are deference in non kin context, they tend to use direct apology to start the response when the offense happens. While when they are in deference in kin context, sometimes they tend to use explanation or indirect apologies as the first strategy in their response, sometimes they use direct apology.

When the relation between the offender and addressee is solidarity in non-kin context, most offenders tend to use indirect apology, such as explanation or acknowledgment, to express self deficiency substrategy. In the same line with solidarity in kin context, the offender also uses indirect apology when apologizing. In Hirarchical in non kin context, Buginese speaker tend to use direct apology in apologizing. Indirect apology employed by Buginese speaker when apologizing in Hierarchycal in kin context. Except indirect apology, in certain situation, the offender also used remedial support with promise of non recurrence strategy as the first strategy when apologizing.

It is concluded that mostly Buginese people use indirect apology in apolozing politely. But sometimes Buginese people combine direct and indirect apology. Direct apology did not use by Buginese people alone without indirect apology because it seems like they are doing face threathening act to addressee. So to be polite, Buginese people use indirect apology and sometimes followed by direct apology in the middle or in the end or even in the beginning to start the conversation.

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