

TABLE OF CONTENTS

Inside Cover Page.....	i
Inside Title Page.....	ii
Degree Requirement	iii
Declaration Page.....	iv
Dedication Page.....	v
Approval Page	vi
Acknowledgement	vii
Epigraph	viii
Table of Contents.....	ix
List of Tables.....	xi
List of Figures.....	xii
List of Appendices.....	xiii
Abstrak	xiv
Abstract	xv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problems	7
1.3 Objectives of the Study.....	7
1.4 Significance of the Study.....	7
1.5 Definition of Key Terms.....	8
CHAPTER II LITERATURE REVIEW.....	10
2.1 Theoretical Framework.....	10
2.1.1 Speech Act Theory.....	10
2.1.2 The Classification of Illocutionary Act.....	11

2.1.3 Apology Strategies Theory	13
2.1.4 Study of Context in Pragmatics	18
2.2 Review on Related Studies	20
CHAPTER III RESEARCH METHOD	24
3.1 Research Approach	24
3.2 Data Sources	24
3.3 Scope and Limitation	25
3.4 Techniques of Data Collection	26
3.5 Techniques of Data Analysis	27
CHAPTER IV RESULTS AND DISCUSSION	28
4.1 Findings	28
4.1.1 Data Presentation	28
4.1.2 Apology Strategies Used by @traveloka	30
4.1.3 Most Frequent Apology Strategy Performed by @traveoka	51
4.2 Interpretation	53
CHAPTER V CONCLUSION	61
REFERENCES	63
APPENDICES	66

LIST OF TABLES

Table 4.1 Apology Strategies 29

LIST OF FIGURES

Figure 4.1 Complaints Received by @traveloka.....	52
Figure 4.2 Apology Strategies.....	54
Figure 4.3 Comparison Chart of Customers' Reaction.....	55
Figure 4.4 Example of Tweet that Contains Offer of Repair Strategy.....	56
Figure 4.5 Example of Tweet that Doesn't Contain Offer of Repair Strategy.....	57

LIST OF APPENDICES

Appendix 1 Expression of Apology Strategies 66