

CHAPTER 1

INTRODUCTION

1.1. Background of the Report

The activity of blogging is not a new type of information sharing utilizing open-access platforms with the power of the internet culture. Blood (2002) identified this sort of online activity rose in the 1990s with its staggering growth when more people contributed to their thoughts through blogging in early 1999. As digital penetration emerged and a vast number of people went online, the product of blogging, or referred to as blog posts, remained advantageous to obtain information on various topics right at the fingertips for the readers. Many other benefits that blog posts offered have influenced other individuals to finally commence their personal blog, as Lomborg (2009) pointed out, to write countless information along with their different purposes.

However, some people might be confused about what a blog differs from a website. So, when it comes to a key concept of a blog, it is initially a short term of weblog, from the word “web” and “log”, meaning to log information from a website (Reinikainen, 2018). In the meantime, according to Brugger (2009), website is essentially a regular site that provides main information about a person, company, or institution with its additional sections. That being said, a blog consists of periodically changed content, while a website is solely comprised of static information. When blogging, contributing writers can insert hyperlinks in the article

page to other sites and enable readers to add comments regarding the content. Those characteristics of a blog led to the two-way communication between the writers and respective readers (Garden, 2011).

Additionally, Conniff (2005) illustrated a blog as a tool where people can do anything from sharing rocket-science kinds of stuff to more trivial things such as their shopping lists. Besides, the idea of writing a blog post by harnessing different resources for each post corresponded to what Blood (2002) mentioned that bloggers often juxtapose a resource with another one as references to come up with meaningful writing. Other than that, cultivating content made up of personal stories means giving a sense of human touch in writing (Adams, 2018). In a nutshell, the process of writing blog articles allowed bloggers to explore many resources, incorporate personal experience and opinion, and curate from question-and-answer social platforms to deliver the desired works.

Speaking about the development of blogging, some researchers analyzed that there are various reasons why people did bloggings. According to Baron (2008), people were motivated because of these common reasons; to express themselves creatively, to document their personal experiences or share them with others, to stay in touch with friends and families, and to share practical knowledge or skills with others. Other than that, Nardi, Schiano, and Gumbrecht (2004) studied that people mainly created blog posts due to these reasons; update others on activity, express opinions to influence others, seek other's opinion, think by writing, and

also release emotional tensions. Apparently, the writer's motivation to create blog posts still corresponded to previous studies by Baron and Nardi et al.

Since the writer conducted her internship at English Diploma program, she was carrying out the assigned tasks such as translating articles, collecting journals, and creating blog posts. The opportunity of creating blog posts was interesting because the writer could implement what she has learned in classes in terms of writing pieces online. However, as this was the writer's first time in writing published pieces, the writer discovered some problems in understanding and identifying the elements as well as language features of a blog post itself. She wanted to analyze what constitutes an ideal blog post to improve her writing in the future. Therefore, the writer chose the topic of her final report entitled, "The Elements and Language Features Used in Writing Blog Posts on The English Diploma Website."

1.2. Statements of the Problems

There are two problems in this report as follows.

1. What were the elements used in writing the blog posts on the English Diploma website?
2. What were language features used in writing the blog posts on the English Diploma website?

1.3. Limitation of the Report

In the process of writing this report, the writer experienced some limitations as follows.

1. Time limit; The writer would only have two months available to work on the internship project and then finalize the final report. Due to the limited amount of time, the writer cannot produce many blog posts because she also did other tasks assigned from the English Diploma Program.
2. Data collection; The writer only used two kinds of data collection; observation and documents. Due to the pandemic situation, the writer is unlikely to conduct interview to gather more data regarding her statements of the problem.
3. Sample size; The writer only used three pieces of blog articles that she has made to be analyzed, and each article may contain different findings. The analysis of the given data may not represent the other blog posts.

1.4.Objectives of the Report

The objectives of the report are explained as follows.

1. To discover the elements used in writing blog posts on the English Diploma website.
2. To discover the language features in writing blog posts on the English Diploma website.

1.5.Significance of the Report

This final report is expected to be beneficial for several parties below.

1.5.1. For the writer

This final report is expected to be beneficial for the writer in:

1. Building comprehension of producing blog posts by understanding the elements and language features to be uploaded on the English Diploma website and other platforms in the future.

2. Enhancing knowledge in writing for blog posts in accordance to the specific target audience.
3. Identifying the various topics that are most likely attractive and get people's attention to give feedback and comments.
4. Leveraging practical writing skills learned in the classes and applying grammatical rules.

1.5.2. For the alma mater

This final report is expected to be beneficial for the alma mater in:

1. Activating students' potential to contribute in writing on the institutions' website.
2. Encouraging current students to share the relevant information of how it looked like for being UNAIR's students to attract prospective students.

1.5.3. For English Diploma Program

This final report is expected to be beneficial for English Diploma Program in:

1. Considering adding a student blog section which differs from a news section on the English Diploma website.
2. Developing a student community that consists of contributing writers for the English Diploma website to continually generate various articles.
3. Sharpening student's critical thinking by allowing them creatively to share ideas through written content on the English Diploma website.

1.5.4. For other interns

This final report is expected to be beneficial for other interns in:

1. Expanding their knowledge in terms of understanding the various elements and language features for blog posts to be uploaded on the English Diploma website.
2. Recognizing many genres of blogs and developing their base understanding for the future writing.
3. Applying what they have learned in the classes in terms of writing and using grammatical rules.