



Linguistics

Writing a Blog Script to Promote Instant Cuko as Culinary Innovation from Palembang

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A B S T R A C T

This final report aims to know how to write a blog script to promote instant cuko as culinary innovation from Palembang using Research and Development (R&D) Method by Sukmadinata (2017). The method has three stages: (1) preliminary study; (2) model development; (3) final product testing. The techniques of collecting the data were literature study and interview. Then, the data was analyzed by classifying data, writing, and uploading the blog script. After collecting the information from the literature study and field survey, the first draft of the blog script was developed based on Balkhi (2015) about the stages of structures in writing a blog script. The script of the blog contains the title, the introduction, the main body, and the conclusion. The blog script entitled "Instant Cuko as Culinary Innovation from Palembang" is a medium to promote instant cuko. The script is put in a blog and uploaded on Blogger. The blog helps tourists get information about instant cuko and aims to make it easy to bring cuko from Palembang. This research was conducted using the Research & Development approach with the Preliminary Study, Model Draft, and Final Product Testing and Dissemination stages. Data was collected through interviews, observations, and questionnaires. The research was conducted in July-November 2023. The outputs of this research are final report, proceeding FIRST, scientific article published journals accredited by SINTA, Blog Script, and partnership.

I. INTRODUCTION

Pempek is a traditional Indonesian dish that is originated from Palembang. Pempek is increasingly popular among foreign communities because the typical food of South Sumatera is regularly exported to neighboring countries such as Singapore and Malaysia (REPUBLIKA.co.id, 2016). Furthermore, it is incomplete to eat Pempek without the spicy and delicious sauce, Cuko.

Cuko is a sauce that is consumed with Palembang's specialty food, Pempek. The traditional ingredient of Cuko is made of vinegar, garlic, sugar, salt, and chili peppers which are boiled until thickened to create the unique taste of Cuko. People who visit Palembang often bring Pempek back to home as a souvenir or gift given to their family and friends. Cuko is typically packaged in either a plastic bag or bottle. Unfortunately, the packaging can be damaged causing it to spill and potentially make a mess.

Instant Cuko is an innovation to have a practical ingredient of ordinary Cuko in the form of powder. This innovation is created by the Culinary Arts Department of Vocational High School Muhammadiyah 3 Palembang. The ingredients used are the same as those used in the liquid Cuko. The drying and crushing or pulverizing process of the Cuko ingredients itself produces a powder. Instant Cuko is a new culinary innovation aimed at making it easier for tourists to bring Cuko from Palembang in a practical way.

The promotion of Instant Cuko is still very limited. It is suggested that more effort should be made

to promote and market Instant Cuko because many visitors who visit Palembang City do not know about Instant Cuko. More comprehensive promotion strategies could help promote the Instant Cuko and introduce it to wider visitors, both domestic and international. Furthermore, the promotion can be done through various platforms including Twitter, Facebook, Instagram, websites, blog, and other online channels.

Blog is an online journal or diary that is available on the Internet (Evans, 2017). According to the latest data released by the United Nations (UN), more than half of the world's population, approximately 3.9 billion people, use the internet. Therefore, using a blog could be an alternative approach to promote Palembang culinary such as Instant Cuko, as people could easily search and access information about Palembang culinary.

Writing

Writing is a process of expressing ideas and thoughts using written words in order to communicate with the readers. This is supported by Kurnia (2015), states that writing is a way of thinking; expressing ideas in written form to create an act of communication between the writer and the reader. It is a way to create information and images in a reader's mind. In addition, Yunus (2014) states that writing is an activity of systematically pouring thoughts into written form. Alternatively, it is the process of contemplating, exploring, and developing an idea and expressing it in written form.

In addition, Nunan (2003) writing is an intellectual activity of finding the ideas and thinking about the way to express and arrange them into a statement and paragraph that is clear to be understood by the people. Moreover, White and Arndt (1991) as cited in Hammad (2013), writing is a thinking process which demands intellectual effort and it involves generating ideas, planning, goal setting, monitoring, evaluating what is going to be written as well as what has been written and using language for expressing exact meanings.

Blog

According to Spencer (2020), a blog is an online diary or journal located on a website. The content of a blog typically includes text, pictures, videos, animated GIFs, and even scans from old physical offline diaries or journals and other hard-copy documents. A blog is a type of website that is developed and maintained by individuals using online software or a very easy-to-use hosted platform, with space for writing. Blogs feature instant online publications and invite the public to read and provide feedback as comments. It is similar to the opinion of Herutomo (2010) states that a blog is often interpreted as an acronym for weblog borrowing a definition from Wikipedia, a blog is defined as a form of a web application that resembles writings (which are loaded as posts) on a public web page. This site can usually be accessed by all internet users according to the topic and purpose of the blog user.

The Elements of Writing a Good Blog

Shinta (2021) says that a blog has five a structure like the header, navigation bar, content area, sidebar, and footer. The header is located at the top of the blog. Usually contains the title, menu, and description of the blog. The navigation bar is usually located together words is a common standard. The navigation bar is used to help users find content easily and make the blog look neat. Content Area is here the blog content is, usually located in the middle of the blog area. A sidebar is a column located on the right or left side of the blog it contains a blogger profile, contact info, biodata content, contact info, and so on for the blog owner can make it easier for outsiders to access your blog site. Footer is located at the bottom of the blog. It usually contains a disclaimer, privacy policy, contact info, and so on.

In addition, Balkhi (2015) states that there are four key structures in writing a blog script. The title grabs attention and makes a promise (which thumb needs to be fulfilled by the end of your post). The introduction hooks the reader, draws them in, and sets up the post. The main body works through a logical sequence of points, holding the reader's attention. The conclusion ends the post decisively and calls the reader to take action.

In writing a blog there are several Essential Elements of an Effective Blog according to Shama (2014). The title is so vitally important to any blog post's success. It doesn't matter how much time and effort you put into the writing of your blog post if no one clicks on it because your headline is boring, you might as

well not have written one at all. Once you've persuaded people to click on your blog post, the next step is hooking their interest right from the first sentence. That first paragraph is all-important in determining whether readers will leave the page within seconds, or stick around to read the whole thing. The ideal length for a blog post itself is a matter still under debate some say shorter is better, as in 250 words or less, while others maintain that long, 1500- to-2000-word posts are more effective, and 500-600 words is a common standard. Informal and conversational writing is one thing it's fine to break conventions now and again for the sake of sounding real. Add personal style to the writing, whether that's humour, emotion, or even just a conversational tone. The use of keywords in your blog post is necessary if you want people to be able to find you via search engines. The key to keyword uses today is to be natural. Do include four to eight keywords in your post, but only if and when they fit naturally in your content never try to force one, and never repeat a keyword endlessly. Instead, a 500-word blog post should include only 4-5 links to relevant content that will give readers a more in-depth look at a related topic. One link per every hundred words or so is a good rule of thumb. Web pages with images are more appealing to us, as well, and make us more likely to stick around to read what they have to say. Including a great image is vital to your blog's success. Finally, the way to achieve results from your blog post is the call to action. You need to end your post with a request. Tell your readers what you'd like them to do next. Such as visiting your Facebook page, see your sales, and what promise.

II. METHOD

In this article, the writers used the Research and Development (R&D) method. Borg and Gall (2003) stated that Research and Development method is a process to develop a new product or improve existing products. Furthermore, Mulyatiningsih (as cited in Permana & Nourmavita, 2017) defines that Research and Development aim to produce new products through the development process. The Research and Development method is a process or steps to develop a new product or improve the existing product that can be justified (Sukmadinata, 2017).

The writers used Research and Development method by Sukmadinata (2017). There are three stages of the method: Preliminary Study, Model Development, and Final Product Testing.

III. RESULTS AND DISCUSSION

The first stage is the process of preparing the research and development method. There are three steps in this stage, as follows:

1. Literature Study

In this step, the writers read book, articles, and watched video on YouTube to find the information for writing a blog script of instant cuko. The writers read a book written by Basuki (2018) entitled *Jurnalistik Dasar Resep dari Dapur TEMPO*. The book contains the steps on how to write a script. Moreover, the writers read an article on the internet by Balkhi (2015) about how to structure a perfect blog post. The article contains four key elements in writing a blog script which are the title, the introduction, the main body, and the conclusion. The writers also read an article written by Verma (2019) which contains tips on writing a good blog. Furthermore, the writers got information about the instant cuko by watching a video on YouTube published by One Day One Innovation entitled "CUAN" Cuko Instant Inovasi Pengemasan Cuko Pempek.

2. Field Survey

In this step, the writers got the data through interview and documentation. The writer interviewed Mr. Ahmad Berlian Ariansyah as the pioneer of instant cuko to get the data for the content of the blog script. The writers got information about the instant cuko like history, the ingredients, the specialities of instant cuko, and how to serve and find instant cuko product. From the documentation, the writers took pictures of the instant cuko ingredients, such as garlic powder, dried chili powder, dried shrimp powder, tamarind powder, and brown sugar, at Vocational High School Muhammadiyah 3 Palembang.

3. Model Draft

After collecting the information from the literature study and field survey, the first draft of the blog script was developed based on Balkhi (2015) about the stages of structures in writing a blog script. Regarding the theory, there were four stages of structures in writing a blog script, namely:

a. The title

The words in the title should grab the reader's attention and give them an idea of the script. In line with this stage, the writer used the strong uniqueness of instant cuco, which is simple to understand by everyone, to be the key to the title. The writer wrote a blog script entitled "Instant Cuko as Culinary Innovation from Palembang".

b. The introduction

This part should influence the reader to have a possibility of being opened and read. The writer wrote the introduction that introduces Instant Cuko in outline.

c. The main body

The main body script was written with proper information and supporting details to inform the readers. In this stage, the writer gave clear information about the instant cuco like its history, the ingredients, the specialities, and how to serve instant cuco.

d. The conclusion

The conclusion of the script contains a call to action. In this stage, the writer persuaded the readers to buy instant cuco and attached the link to the ecommerce and contact to access the instant cuco. The first draft was made in Indonesian language that focused on the stages of structures in writing a blog script by Balkhi (2015).

After the draft of blog script has been made, the writers did the next stage, the model development. In this stage, the writers divided it into two kinds of testing namely, limited testing, and wider testing.

1. Limited Testing

In the limited testing, the writers gave the first draft of blog script to three experts. The first expert checked and validated the content of blog script, the second expert checked the English grammar of the blog script, and the last expert checked the blog design. The writers gave the first draft of blog script to Mr. Bimo Rafandha, a blogger and creative manager of Serangkai Group. From this step, the expert commented that the script was already good, which explained about instant cuco. He mentioned the blog content is already structured as it has been divided into several sub-topics. In addition, Mr. Bimo Rafandha said the conclusion of the blog already contains a sentence to encourage readers to take action. Furthermore, he suggested to add more information in the introduction to make the reader more interested in the story.

After the script was revised, the writers translated the script into English. The writers gave the revised script to Ms. Wirda Ningsih, S.Pd., M.A., a Linguistics lecturer at State Polytechnic of Sriwijaya to check the grammatical error. She reviewed grammatical errors, word choice, and punctuation based on the appropriate English writing rules, especially in the introduction and main body parts. After being reviewed, the writers revised the mistakes. After revising the English Grammar, the writers asked Mr. Adi as a lecturer at the Computer Engineering Department of the State Polytechnic of Sriwijaya to check the design of the blog. He stated that the blog was already good, selection of appropriate templates and a selection of bright background colors. However, he also suggested that the writers to add an identity logo for the State Polytechnic of Sriwijaya and add social media in the biodata section.

2. Wider Testing

The writers gave the blog draft to be read by some people with English background and as a blogger or someone who likes to write and share information, experiences, opinions, and stories through an online platform. First, the writers gave the blog draft to be read by Mr. Ari Budi Setiawan, a freelance blogger. He said the title was interesting, simple and the language style was easy to understand. Second, the blog draft was given to Ms. Dwi Anggraini who likes to write the blog, and share information on podcast. She mentioned the information in the blog was complete. As a reader, she was satisfied with the information on the blog because the language style was suitable for the target audience. Third, the blog draft was also given to the students in the English Department at the State Polytechnic of Sriwijaya. Overall, they liked

the blog because it had all the information that they needed to know about instant cuko. The design of the blog was also nice, which caught their attention as readers.

The last step is final product. In this stage, the writer made the final draft from the script that has been tested, and revised. In the limited testing, the writers asked Mr. Bimo Rafandha regarding the content of the blog. He commented the blog content is already structured as it has been divided into several subtopics. This comment is in line with Dewa (2021). He stated that to keep blog content captivating, it's best to divide the content into sub- topics. Subtopics create a clear and organized structure for the blog post. This helps readers easily navigate the content and find the specific information they are interested in. Moreover, Mr. Bimo Rafandha commented the conclusion of the blog already contains a sentence to encourage readers to take action. This is related to the theory presented by Hyder (2014). He says that the way to achieve results from blog post is a call to action. It provides a clear direction to the readers on what steps they can take next, guiding them toward a specific action you want them to perform after reading the blog.

Furthermore, he suggested adding more information to the blog's introduction because an engaging introduction can capture the reader's attention and entice them to keep reading. It matches the theory of Halim (2010). He mentions that the complete information content on the Blog can interest the readers. The second expert was Ms. Wirda Ningsih, S.Pd., M.A., a Linguistics lecturer at State Polytechnic of Sriwijaya. She reviewed grammatical errors, word choice, and punctuation based on the appropriate English writing rules. According to Dewa (2021), the selection of pronouns is a style of speech, and spelling and punctuation are writing techniques that should not be violated. Proper spelling and punctuation enhance the clarity of the content, it helps readers understand the intended message without confusion or misinterpretation. The incorrect spelling and punctuation can lead to miscommunication and misunderstandings, impacting the effectiveness of the blog's message. The last expert was Mr. Adi Sutrisman, a lecturer in the Computer Engineering Department at Sriwijaya State Polytechnic. He stated that the blog was already good with bright background color, which can encourage people who visit our blog sites to be more excited. Halim (2010) states that the blog's appearance will be better if it uses dominant bright colors to give readers morning enthusiasm. A bright and lively background can encourage readers to engage more actively with the content, they may be more inclined to leave comments, and share the blog on social media. In addition, he suggested that the writer to add an identity logo for the State Polytechnic of Sriwijaya and add social media in the biodata section. This is related to the theory delivered by Shinta (2021). She states that a complete blog containing a blogger profile, contact info, and biodata content.

IV. CONCLUSIONS

The writers conclude that the blog script entitled "Instant Cuko as Culinary Innovation from Palembang" as a medium to promote instant cuko. The script contains: the title, the introduction, the main body, and the conclusion. The introduction of the script contain introduces instant cuko as culinary innovation from Palembang. The main body provides the information about instant cuko like the history, the specialities, and how to serve instant cuko. The conclusion persuades the readers to buy instant cuko and ask them to visit the link of the e-commerce. After the script was written, the writer put the script in a blog and uploads it on Blogger which can be accessed at <https://instantcukopalembang.blogspot.com/2023/07/instant-cuko-as-culinary-innovation.html>.

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