

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about the issue of script, blog, characteristics of blog.

2.1 The Issue of Script

Script is a written work in the form of handwriting or typed. *“Naskah adalah tulisan lepas berisi opini seseorang yang mengupas tuntas suatu masalah tertentu yang sifatnya aktual atau kontroversial dengan tujuan untuk memberitahu, mempengaruhi dan meyakinkan atau menghibur pembaca”* (Sumandiria, 2004). It means that the script is a freelance writing that contains the opinion of someone who thoroughly explores an issue that is actual or controversial and aims to influence, inform, convince and entertain the readers. In addition, (Suprpto, 2013) (as cited in (Widianita, 2009)) stated that *“naskah merupakan penuangan ide atau gagasan yang mengandung fakta serta terperinci dalam susunan kata-kata, baik dalam susunan narasi atau dialog, rincian jenis shot gambar dan informasi tata dekorasi”*. It means that script is the pouring of ideas that contain facts and are detailed in the arrangement of words, good in the arrangement of narration or dialogue, details of the type of picture shot and information on the layout decor”. Based on both statements, it can be concluded that script is a written essay that contains various expressions or thoughts to influence the reader.

There are seven steps on how to write a script (Basuki, 2018), *“(1) Menemukan Ide (2) Menetapkan Angle (3) Mengumpulkan Bahan Tulisan (4) Kerangkah Tulisan (5) Menulis (6) Editing (7) Publikasi”*. It means that the steps of how to write a script consist of finding ideas, setting angle, collecting writing materials, writing outline, write, editing, and publication. First, Without ideas, writing is an impossible job; one would have no trouble scribbling any words. Ideas are not complicated things that must always be searched for. Often ideas come by themselves in between daily activities. The way ideas arise, for example

when we are on a trip, or at work, reading, talking, attending seminars, and watching movies.

The next step is to select the aspect of the idea that is interesting and important. Angle must be clear, crisp, and sharp. To make it easy, formulate the angle in the interrogative sentence. Use 5W+1H elements, namely who, what, when, where, why, and how. This question in making the angle of writing is a kind of guide. It is the angle question that we choose that will guide us forward to the next stage of writing, which is collecting materials, after the materials are available, then we create a writing outline.

Third, collecting writing materials, no matter how good it is, an idea will only become an empty message if it is not followed by extracting materials or reporting. A writer can use three ways to gather material such as research, observation, and interviews.

Fourth, writing outline really make writing faster and more focused or structured because each topic or subtitle has been designed and the writer just needs to execute it into writing. At this stage, you can give an idea from what angle the writing can be arranged, the first paragraph that you feel is interesting, put the sequence of events or information, to close it with a conclusion or closing.

Fifth, write down all the materials that have been collected, based on ideas and sharp angles. Write with the help of an outline that has been made so that the writing does not stray. At this stage, the writer does not need to think too much about small details that can distract the author's focus. Just write it down, small mistakes and details can be corrected at the next stage, namely editing or editing.

Sixth, Editing not only aims to sharpen the content of the news with a certain language style, but also makes the news interesting. Writing must meet all requirements, contain and be readable. When finished, the writing must be checked for linguistic aspects.

The last stage is publication to spread the writing to the readers. Do not be shy to share your writing, starting with the people around you. You can get feedback and comments from people around you, so you can improve and keep writing better. Spread as wide as possible, so that your ideas or the information you convey are heard by many people. Therefore it can be concluded that there are seven stages of how to write a script. In this study, the writer used all of these stages to write a blog script.

Furthermore, (Hanim, 2022) stated that there are several criteria for a good script “(1) *Informatif dengan memberikan informasi baru yang penting bagi pembaca.* (2) *Susunan tulisan tersusun rapi dari awal sampai akhir.* (3) *Isinya tidak bertele-tele.* (4) *Tidak ada kesalahan penulisan.* (5) *Gunakan foto atau ilustrasi yang menarik*”. It means that several criteria for a good script consist of “(1) Informative by providing important new information for readers. (2) The composition of the writing is well-organized from beginning to end. (3) The content is not long-winded. (4) No writing errors. (5) Use eye-catching photos or illustrations”. The first characteristic of a quality script is informative by containing new and important information for the reader to know. In other words, it contains topics of discussion that are different from the text in general. It could be writing about trending topics, taking a different point of view on things, or new ideas and inspiration. To create a script like this one must be creative and know how to find new topic gaps to discuss.

The second characteristic of a quality script is that the composition of the writing is well-organized from beginning to end. From the beginning of the opening, the content, then continuing to the closing part of the script, everything is well organized. Because the writing is neat, the arrangement makes the script comfortable to read. If it is comfortable to read, of course the information in it will be conveyed.

The third characteristic is it is true that in writing scripts, the descriptions in it should not be too short, but that does not mean it is good if it is too wordy. In other words, when reading the script, the reader is not bored with writing that is too long. But with a good opening and then proceed to the core of the discussion, so that the reader can quickly get the information and the core of the topic that is looking for.

Fourth, a quality script is if the writing in it does not contain any errors. Starting from writing the size of letters, slashing for words in foreign languages, or using the right punctuation and conjunctions.

The last characteristics of a quality script is that the script uses photos or illustrations that are eye catching. The meaning of eye catching here is an illustration that attracts attention and makes people who see it become interested in the script and read it.

Moreover, in making a script there are several criteria for interesting content scripts (Dewa, 2021) “(1) *gaya bertutur atau gaya bahasa* (2) *diksi* (3) *variatif* (4) *struktur konten*”. **It means that** (1) Speech Style or Language Style (2) Diction (3) Variative (4) Content Structure. First, The style of speaking with the technique of writing. For example, the selection of pronouns, a style of speech, and spelling and punctuation are writing techniques that should not be violated. The style of speaking is also related to how to communicate with the reader. Second, diction (choice of words or terms) will affect whether the information we convey is understood or not by the reader. Each reader has different vocabulary savings, depending on their insight. Third, writer's failure is when he bored his readers. Even if you already know the topics most web readers like. Serve varied types of blog content. Last, to keep the blog content captivating, it is best to divide the content into sub-topics. Besides the information will be easier to digest, this also serves as a pause.

2.2 Blog

Blog is an abbreviation of weblog. “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 to write” (Solomon and Schrum, 2011:15). In addition, according to (Herutomo, 2010:77) “*Blog didefinisikan sebagai bentuk aplikasi web yang menyerupai tulisan-tulisan (yang dimuat sebagai posting) pada sebuah halaman web umum. Situs ini biasanya dapat diakses oleh semua pengguna internet sesuai dengan topik dan tujuan pengguna blog tersebut*”. It means that blog defined as a form of 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. Based on both statements, it can be concluded that a blog is a website as a platform for loading information that can be accessed online by all internet users. (Putra, 2020) stated that there are several functions of blogs

(1) Mengasah Kemampuan Menulis (2) Media Bertukar Informasi (3) Menghasilkan Uang (4) Sebagai Media Promosi dan Penjualan Produk (5) Menambah Jaringan atau Relasi Kerja (6) Media Bertukar Cerita (7) Sebagai Media untuk Berbisnis (8) Sebagai Media untuk Mendapatkan Pekerjaan yang lebih Baik.

It explains that functions of blog are first, Blogs can be useful as an event or a place to hone the writing skills. By learning to write through a blog, you will find it easier to improve your writing. Writing on a blog will be read by many people, in contrast to if you write in a diary or *word* that are very rare and will not even be read by others.

Second, In the blog you can write information which aims to get many people to read information from you and vice versa, you will be able to easily find various information from other blogs.

Third, Blog is one website that can make money. By learning to write on a blog, you also learn to make money through *adsense*. In addition to adsense, income can also be generated from article placement by backlink service, startups, e-commerce or *blog reviews* by producers so that the products they produce can be better known.

Fourth, Blog is a platform that you can use as a promotional media or advertise a product or service that you have so that it can be known and reached by many people. You can use blogs as a place to sell your products. Because blogs themselves will be more accessible to the public than other social media.

Fifth, By writing a blog, you can exchange information with many people so that you can also increase your network through this platform.

Sixth, Through blogs, you will be able to easily write down your personal experiences or things that you experience on this platform so that it is hoped that many people will understand your personal experience, and vice versa.

Seventh, you can start a business or introduce your business through a blog, because by writing on your business blog, more people will visit you by adding keywords that are certainly much sought after on the Google search engine.

Last, a company certainly wants employees with good backgrounds. By writing experiences or writings with quality content, companies are expected to be able to read your writing and consider you to be accepted in their company. This is especially important if you want a profession such as a journalist or content writer.

There are some types of blogs according to (Putra, 2020) “(1) Personal Blog, (2) Niche Blog, (3) Business Blog or Content Marketing, (4) Professional Blog, (5) Citizen Blog, (6) Official Blog”. First, Personal blog is blog created by individuals. Personal blog is usually created by someone based on their personal

interests. Usually a personal blog contains a person's personal experience or about everyday things that happen in the writer's life. Personal blogs are relaxed and talk about simple things.

Second, Niche blog is a blog whose content focuses on certain content. This blog only discusses a certain theme on its page. Niche blogs rely on keywords to make it easier for many people to access this blog according to their search and increase the coffers of money through AdSense.

Third, a business blog is a blog that discusses business-related matters being sold on the website. This is useful for bringing in sales traffic or increasing the authority of the website. Currently, business blogs are widely used by goods or service companies such as Tokopedia, Lazada, Niagahoster and several other hosting providers.

Fourth, Professional Blog. This blog is a slightly official blog with a theme that is considered important by most people and writers. Professional blogs have a thematic nature. For example, blogs about automotive, literature, and so on. The language written in it is not at all perfunctory, let alone full of spam keywords. From a professional blog, one can be considered an expert in a particular field and this can be profitable either through advertising, sales or guest stars on certain events.

Fifth, Citizen Blog. This blog is usually managed by many people in one group who specifically discuss various topics that are expected to be enjoyed by the readers. An example of a citizen blog, for example, is Kompasiana. On the website we can register and write about opinions or issues that are developing in the community.

Last, Official Blog. This type of blog is a type of blog that is rarely found and limited in its creation, because this blog is a blog created by a certain company that aims to provide additional information about the products they sell.

(Aprilia, 2021) says that the blog structure usually consists of the components “(1) Header (2) Navbar (3) Main blog (4) Sidebar (5) Footer”. Header is the top of the blog that contains the title, description, and blog menu. Navbar is the element that can be referred to as a menu to help visitors select and browse blog content. Main blog is the section where your blog posts are located. In this section, there are structures such as title, date, author name, comment field, and the like. The sidebar of a blog that usually contains some popular article recommendations, widgets, advertisements, or other additional information. Footer is the bottom of the blog that contains author information, contact, subscription form, and email address.

2.3 Characteristics of Blogs

There are some of the characteristics of an interesting blog according to (Sutiono, 2020)

(1) Memiliki konten atau isi yang bervariasi (2) Memiliki konten atau isi yang informatif (3) Topiknya up to date (4) Memiliki tampilan dan juga layout yang tidak aneh (5) Sedikit banner iklan dan advertising lainnya (6) Memiliki gambar yang sesuai dengan peristiwa atau konten yang di post (7) Enak dilihat dan mudah untuk dibaca (8) Menggunakan bahasa penulisan yang mudah dimengerti (9) Konten tidak berisi hasil terjemahan dari mesin penerjemah, seperti Google Translate (10) Terdapat diskusi mengenai konten atau artikel dari suatu blog (11) Penulis konten pada blog memiliki spesialisasi bidang yang sesuai dengan isi kontennya, dan paham mengenai apa yang ditulis.

It explains that the first characteristic of an interesting blog is to have varied content or blog content. What is meant by this varied content is that a blog must have several types of topics, as well as various types of articles and content that is

not monotonous. So, for example, if there is a sports blog about football, then the blog must at least contain football content, both local and foreign, as well as other additions.

Second, not only must it contain varied content, a blog must have informative content. This is so that every visitor who visits the blog will get information. In addition to information, entertainment or entertainment factors are also other characteristics of an interesting blog. However, it should be noted that the blog must include reliable and accountable information. For example, when posting news content, the news that is published must be sourced from the right party, for example the police, or other professional media, don't just create content, because it will reduce the art of playing blog

Third, one of the characteristics the importance of an interesting blog is an up to date topic. For example, there is a blog that only discusses the topic of events 10 years ago, this is not interesting. However, if there is a blog that discusses only the latest topics, as well as issues that are developing in society, then this is what makes the blog very interesting.

Fourth, one of the other characteristics of an interesting blog is its physical appearance. The appearance or layout on the blog must be right, so that visitors still feel at home visiting the blog, and are not confused when navigating in the blog. At least, there are several things, regarding the layout of a blog that can be used as a reference for making an interesting blog, such as:

Fifth, it is no secret that nowadays, the use of blogs is closely related to what we know as advertising or advertising. Lots of blogs are struggling to make a lot of profit from advertising. But unfortunately, blogs with lots of advertising banners are blogs that are not liked by visitors.

Sixth, images, illustrations, or photos are also one of the things that make a blog interesting. Imagine you are reading a fairly long article, without any pictures. This will be very boring for visitors. Therefore, one of the characteristics

of an interesting blog is the inclusion of additional images, illustrations, and photos that match the existing content. For example, your blog discusses the wonders of the world then, you also include photos of the various wonders of the world that exist, so that your blog will become more interesting.

Seventh, it may look simple, but it turns out that this is one of the things or characteristics that indicate that the blog is interesting. A blog will be considered interesting if it is comfortable and easy to read. This comfortable and easy to read relates to the writing style, the content, the topic of the content, and also the layout. First impression is one of the important things in these traits.

Eighth, Imagine if you enter a blog, but the blog uses mixed languages, for example, slang, formal language, and also foreign languages in one content. Surely this will make you very lazy to read it. Well, other characteristics of an interesting blog is the use of writing language that is easy to understand. It is up to you if you want to use slang, formal or foreign, but for sure, the language you will use must be easy to understand and not mixed.

Ninth, sometimes blogs also provide content that is the result of re-writing from other sites, especially foreign sites. Never post a translated article that you made using the help of a machine translator such as google translate. This will cause sentences and content to be very difficult to understand. Try, if you want to translate from foreign language content, do the translation manually. This is an important characteristic of an interesting blog, especially if the blog is a re-written blog from abroad.

Tenth, one of the advantages of a blog is the facility to comment on the existing content. Well, interesting blogs, usually have the characteristics of a comment column that contains quite a lot of comments. This shows that the content of the content is useful, and also that many respond to the content of the blog. In addition, with the comment column, this also opens a discussion session about the content.

Last, content writers are also one of the characteristics of an interesting blog. Content writers usually have to understand what the topic to write about is. If the author understands, then this will make the blog have its own value, and be considered an interesting blog.