

BLOG WRITING AS A MEDIUM FOR ENGLISH SKILL DEVELOPMENT: IDENTIFYING GRAMMATICAL ERRORS AND LEXEME SELECTION

By:

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Abstract: This study investigates blog writing as a dual-purpose medium for developing English language skills while serving as a promotional tool for Kopi 16Pro through the blog script titled "*Ampera's Scenic Charm in Kopi 16Pro*." Employing the Research and Development (R&D) method, the research identifies grammatical errors and lexeme selection in the blog script to enhance its linguistic accuracy and promotional effectiveness. Data were gathered through error analysis of the blog text, interviews with language experts, and feedback from potential readers. The findings reveal common grammatical issues and inappropriate lexeme use, which were addressed through iterative revisions, significantly improving the script's quality. The blog is a resource for tourists seeking information about tourism destinations, explicitly aiming to facilitate the easy discovery of Kopi 16Pro Palembang. The blog was uploaded on July 9, 2024; after 5 days of being uploaded, the blog received 80 views and several positive comments, such as "what a nice view" and "so informative and cannot wait to go there." Finally, it concludes that blog writing can effectively develop language skills and promote business. Further research is recommended to explore integrating creative writing into educational curricula and marketing strategies.

Keywords: blog writing, grammatical errors, language skills, lexeme selection

INTRODUCTION

Writing skills are a vital component of English language learning, yet they are often considered one of the most complex and challenging skills for students to master. According to Sartika et al. (2022), "Writing skills are more complex and

difficult for students to learn because of several aspects that must be considered, such as knowledge of grammar, mechanics, and vocabulary.” In addition, students rarely engage in regular writing practice, which contributes to their unfamiliarity and lack of confidence in expressing ideas in written form. As Sartika et al. (2024) emphasize, “Writing is crucially significant for students; nevertheless, most students struggle with it.” In the current era of globalization and digitalization, the ability to write effectively in both Indonesian and English is a critical skill that students need to master. However, many students continue to face challenges in structuring grammatically correct sentences and selecting appropriate

vocabulary—issues related to grammatical errors and lexeme selection. These difficulties can negatively affect the clarity, coherence, and overall quality of their writing, both in academic and professional contexts.

To address the writing challenges, educators are encouraged to explore innovative and engaging instructional methods. Blog writing as a learning medium offers an innovative solution, allowing students to develop authentic writing skills through hands-on practice and reflection on mistakes made. This approach provides a writing experience relevant to real life while improving their language skills. Previous research has shown the potential of blog writing to develop writing skills. Nabati

(2017) found that blogging increases students' awareness of grammatical errors. Then, Aydin (2014) identified that blog writing helps students understand the context of vocabulary use. Purwanto (2022) emphasizes the importance of repetitive writing practice to improve the quality of writing. Amir et al. (2011) claim that blogging supports student collaboration in compiling writing, and Yousefifard and Fathi (2021) observed the positive impact of blogging on increasing motivation to learn English.

This study aims to identify grammatical errors and vocabulary selections students make when writing blogs in Indonesian and English. In addition, this study also aims to explore how blog writing can be used as a learning tool to

improve students' writing skills in an integrated manner in both languages.

METHODOLOGY

The section describes the research preparation, research objects/samples, data collection tools and instruments, place, variables of the research, and data analysis technique. This research used a Research and Development (R&D) method to finish the final report. Gall et al. (2007) state that research and development is a process that aims to create and improve products. This process consists of several steps: learning the results of relevant research on the product that will be developed, creating the product based on the findings, evaluating the product in the environment in which it will be used, and conducting a

review to improve the quality of the product. In addition, Sukmadinata (2017) says that research and development (R&D) is a sequence of steps or a process to create a new product or refine an existing one.

The writers decided to use the method developed by Sukmadinata (2017) This process consists of three stages: preliminary study, model development, and final product testing. The stages of Research and Development were developed by Sukmadinata (2017) stated in Table 1.

Table 1
The Stages of Research and Development

Preliminary Study	Model Development	Final Product Testing
Literature Study	Limited	Product
Field Survey	Testing	Testing
Model Draft	Wider Testing	Dissemination

The preliminary study consists of three steps: 1) Literature Study: To complete the product, the writers studied several articles and books and watched videos on the TikTok

platform. For example, giving information about improving blog quality involves capturing readers' interest, clearly conveying key concepts, and encouraging reader engagement through calls to action, such as subscribing to social media channels. 2) Field Survey: The writers went directly to Kopi 16 Pro to conduct direct observation. She observed the main attraction and other interesting aspects there. After that, the writers conducted documentation. These include activities related to capturing and storing photos, collecting, processing, and storing information in the field of knowledge, compiling materials or documents that can serve as a basis for events, archiving clippings, newspapers, and photos as reference materials to support documents, and storing evidence. The writers

documented the unique features and characteristics of the place. Then, the writers did an interview. The writers interviewed Ms. Anggita Cena about the innovations of the cafe and interviewed the staff about their signature dish and other distinctive elements of Kopi 16Pro to get accurate information. 3) Model Draft: After collecting all the information from the literature review and field survey, the writers developed plans for composing the blog script content. The writers had some plans for writing the material for the blog script, which is written in English. In the introduction, the writers provided an overview of Palembang and the iconic of Palembang. In the main body, the writers detailed the characteristics of Kopi 16Pro. In the conclusion, the writers aimed to persuade readers to visit Kopi 16Pro.

The second stage of model development consists of limited and more exhaustive testing to ensure the product's quality, typically with help from experts or professionals (Sukmadinata, 2017). In the step of limited testing, the writers would be assisted by two experts, namely, Ms. Artanti Puspita Sari, M.Pd., Ph.D., as an English Linguistics expert from Universitas Bina Darma Palembang, and Mrs. Evi Lebrianti, a blogger who has been running the account evijeremias.wordpress.com since 2011. The writers asked Mrs. Dewi Syawaliah, S.Pd., to check the script before it is translated into English. Then, the writers requested Mrs. Erni Ristina, S.Pd., to check the English version of the script. For the blogger, the writers asked Mrs. Evi Lebrianti to check the layout and the content. The last stage is Final Product

Testing. The writers chose not to test and disseminate the final product further due to limited financial resources and the lengthy process.

The writers used three methods to collect data: observation, interview, and documentation. The writers collected data by visiting Kopi 16Pro directly. This floating cafe was situated right above the Musi River, offering a beautiful and perfectly positioned view of the Ampera Bridge, neither too far nor too close. The writers observed the situation. In general, an interview is a conversation between two or more individuals involving an interviewer and a respondent. It can also be defined as a structured form of face-to-face or remote oral communication between two or more people. The writers interviewed Ms. Anggita Cena, the manager of Kopi

16Pro, and the staff for information such as the attractive things here, the signature menu, etc.

To analyze the data, the three steps were taken. First, classifying data. After gathering data from observation, interviews, and documentation, the writers classified the data into the script's structure. The introduction, the main body, and the conclusion. Second, writing the script. After classifying them, the writers started writing the script, beginning with the introduction, main body, and conclusion. Third, uploading the blog script. In the final step, after the data was written, the writers uploaded it to the blog using the prepared design.

RESULTS AND DISCUSSION

After conducting the preliminary study, Sukmadinata (2017) started writing the blog

script to promote Kopi 16Pro as a tourism destination in Palembang titled "Ampera's scenic charm in Kopi 16Pro". The first draft can be shown in the following table;

Table 2
Draft of the English Script

The Charm of Ampera's Scenery at Kopi 16 Pro
The Introduction <p>Palembang is famous for the Musi River and the magnificence of Ampera. This river is famous as the primary means of transportation for the people of Palembang, which has nine large rivers, also known as Batanghari Sembilan. Sungai Musi is also a famous culinary tourist attraction. Namely, Kopi 16Pro is located on the Pier Terrace, Jalan Pasar 16 Ilir. No. 126. 16 Ilir. East Ilir 1 District, Palembang City, South Sumatra 30122, Indonesia.</p> <p>This culinary tour has a menu of food, drinks, and places of beauty and comfort. Because every Palembang community likes to gather and enjoy drinks and food menus while looking at the beautiful scenery in Ampera. The price is pocket-friendly, and many photo spots lead directly to the Ampera Bridge. These three reasons can be the reason why this café is a place that must be on your visit list if you are in Palembang.</p>
The Main Body: <p>This 16 Pro Coffee is very stunning to visitors. It is one of the first cafes with a creative idea, and visitors are interested in the beauty from under Ampera on the edge of the Musi River, Palembang City. The menu at the Kopi 16Pro café provides a menu of drinks and food, namely strawberry tea, creamy palm coffee, and matcha coffee. Then, mixed platter pro food, beef teriyaki, katsu fried rice, and many other food menus. For prices ranging from 20 thousand to 30 thousand.</p> <p>In addition to enjoying the food, we can feel the beauty around the Ampera Bridge, see the traffic on the bridge, watch the ships sailing and the barges moving along the Musi River, and appreciate the vastness of the Musi River and many other beautiful places. The 16Pro Coffee Cafe consists of two floors: semi-indoor and outdoor.</p>
The Conclusion: <p>16Pro coffee has a comfortable and beautiful impression. Even though it is on the river's edge, we can feel the cool river breeze, which gives us pleasure for the eyes, from the crowded atmosphere and food and beverage menus to very low prices. This culinary tour is very rarely made in other cities. Hurry up and come to Cafe Kopi 16Pro and enjoy the other atmosphere!</p>

Then, the writers translated the script into English and submitted the script in English version to Ms. Artanti Puspita Sari, M.Pd. Ph.D. as an English Linguistics expert from Universitas Bina Darma Palembang for her review. She highlighted some	grammatical errors in the choice of words, the wrong use of punctuation, and the wrong use of noun phrases and adjectives. In the introduction, the grammatical errors are that the word 16 Ilir should be replaced with 16 Ilir, and the word <i>menus</i> should be
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deleted. For the wrong use of punctuation, *the word a beautiful, comfortable setting* should be replaced with *a beautiful, comfortable setting*. For the wrong use of noun phrases and adjectives, the word who has *become* which *has*. In the central body part, the grammatical errors are that the word *drawing* should be replaced with *shows, the word in with should be replaced with*, and the word *rupiah* should be replaced with *rupiahs*. For the wrong use of noun phrases and adjectives, the word *under* became *of*, the word *enjoying* became *enjoy*, and the word *take in* became *felt*. In conclusion, the grammatical error is

that the word *menus* should be deleted. For the wrong use of punctuation, the word *affordable prices this culinary* should be replaced with *affordable prices*—this culinary. For the wrong use of noun phrases and adjectives, the phrase *diverse food and drink* should be replaced with *you can enjoy diverse food and drink*.

She also said that the sentences should be clear and easily understood by readers to effectively convey the message, as writing a blog involves indirect communication with people and prevents any errors in delivering the message. The revised script can be seen in Table 3.

Table 3
The Revision of English

Before Revision	After Revision
The Introduction: Palembang is famous for the Musi River and the majestic Ampera Bridge. This river is the main transportation route for the people of Palembang, which has nine significant rivers, collectively known as Batanghari Sembilan. The Musi River is also famous as a culinary tourism destination, with one of its highlights	Palembang is famous for the Musi River and the majestic Ampera Bridge. This river is the main transportation route for the people of Palembang, which has nine significant rivers, collectively known as Batanghari Sembilan. The Musi River is also famous as a culinary tourism destination, with one of its highlights being Cafe Kopi 16Pro, located at the

being Cafe Kopi 16Pro, located at the dockside area, 16 Ilir Market Street No.126, 16 Ilir, Palembang City, South Sumatra, 30122.

This culinary spot offers a variety of food, drinks, and a beautiful, comfortable setting. The people of Palembang love to gather and enjoy various food and drink menus while admiring the beautiful view of the Ampera Bridge.

The Main Body:

Cafe Kopi 16 Pro attracts visitors with its reputation as one of the first cafes to come up with a creative idea, drawing people in with the beauty of the view under the Ampera Bridge along the Musi River in Palembang City.

The menu at Cafe Kopi 16 Pro includes drinks such as strawberry tea, creamy aren coffee, matcha coffee, and dishes like mix platter pro, beef teriyaki, katsu fried rice, and many other food options. Prices range from 20,000 to 30,000 rupiah.

In addition to enjoying the food, you can take in the beauty around the Ampera Bridge, observe the traffic on top of the bridge, and watch the boats sailing and barges moving along the Musi River, and appreciate the vastness of the Musi River and many other scenic spots. Cafe Kopi 16Pro has two floors, with indoor and outdoor seating areas.

The Conclusion:

Cafe Kopi 16Pro offers a comfortable and beautiful ambiance. Even though it is located by the river, you can feel the cool breeze and enjoy the delightful scenery. From the lively atmosphere, diverse food and drink menus, and affordable prices, this culinary destination is rare in other cities. Hurry and visit Cafe Kopi 16Pro to enjoy its unique atmosphere!

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This culinary spot offers a variety of food and drinks and a beautiful, comfortable setting. The people of Palembang love to gather and enjoy various food and drink while admiring the beautiful view of the Ampera Bridge.

The Main Body:

Cafe Kopi 16 Pro attracts visitors with its reputation as one of the first cafes to come up with a very creative idea, showing people the beauty of the view of the Ampera Bridge along the Musi River in Palembang City.

The menu at Cafe Kopi 16 Pro includes drinks such as strawberry tea, creamy aren coffee, matcha coffee, and dishes like mix platter pro, beef teriyaki, katsu fried rice, and many other food options. Prices range from 20,000 to 30,000 rupiahs.

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The Conclusion:

Cafe Kopi 16Pro offers a comfortable and beautiful ambiance. Even though it is located by the river, you can feel the cool breeze and enjoy the delightful scenery. You can enjoy diverse food and drink in the lively atmosphere at affordable prices. This culinary destination is rare to find in other cities. Hurry and visit Cafe Kopi 16Pro to enjoy its unique atmosphere!

After revising the English script, the writers asked Mrs. Evi Lebrianti, an active freelance blogger since 2011, to check the layout and the content. She said that the blog was

already good, the font was easy to read, the content was understandable, and it made people interested in visiting. However, she suggested the writers add labels to the blog for

easier discovery of related content and include a sitemap to provide a structured overview, enabling direct access to the cafe's location. The revision, which is based on the blog

expert, is shown in the following Figure 1.

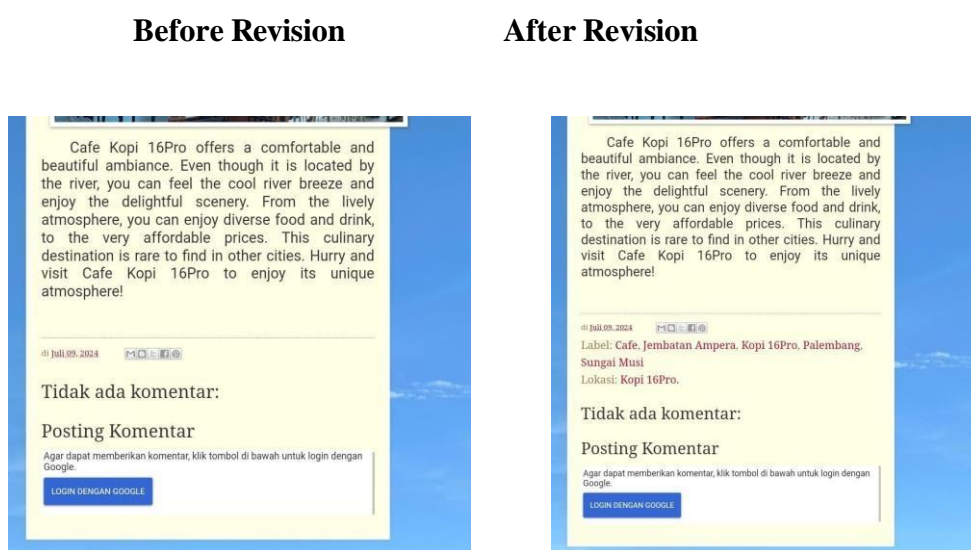


Figure 1. Final Revision from Blog Expert

After the script was revised, based on the experts' comments and suggestions, the writers shared the blog script to be read with individuals who have backgrounds in English education, as well as with a blogger who enjoys writing and sharing information,

experiences, opinions, and stories on online platforms. The writers gave the blog script to be read by Mrs. Ayu, an active blogger since 2019. She said the blog had a simple, elegant design with a nice choice of calming blue colors. As a reader, the complete information in the blog made her want to visit the place immediately. Then, the

writers gave the blog draft to the students in the English Department at the State Polytechnic of Sriwijaya. They generally enjoyed the blog because it contained all the necessary information about Kopi 16Pro. The blog design was also appealing and caught their attention as readers.

The first expert is Ms. Artanti Puspita Sari, M.Pd. Ph.D. as an English Linguistic expert from Universitas Bina Darma Palembang. She pointed out several grammatical errors, such as using "drawing" instead of "showing," incorrect punctuation like in "a beautiful, comfortable setting," which should be "a beautiful, comfortable setting," and incorrect usage of noun phrases and adjectives, like changing "enjoying" to "enjoy." She noted

that sentences should be clear and easily understood by readers to convey the message, as writing a blog effectively involves indirect communication with people and avoiding any mistakes in delivering the message. According to Purwanto and Agustin (2022), using clear and grammatically correct language in blogging enhances reader comprehension and engagement by conveying messages clearly and maintaining a professional flow of ideas. Proper grammar, sentence structure, and punctuation help build credibility and trust with the audience, facilitating effective communication and making the blog more appealing and accessible to a broader readership. Furthermore, it highlights that blog writing connects spoken and

written language, enabling bloggers to effectively engage with their online audience through their posts (Aisyah et al., 2024; Yuliana et al., 2024).

The second expert was Mrs. Evi Lebrianti, an active freelance blogger. She mentioned that the blog was already effective with clear fonts and understandable content, which sparked interest among readers. She also recommended enhancing the blog by adding labels to facilitate the discovery of related content and including a sitemap for a structured overview, making it easier for readers to access the cafe's location directly. This relates to the theory presented by Musburger (2012). He states that creating an eye-catching blog layout involves choosing fonts, colors, and images that

match the title and theme, enhancing aesthetics to draw readers in. Bright colors can energize visitors if used thoughtfully to maintain readability and align with the blog's brand. Moreover, strategically integrating relevant keywords is crucial for optimizing search engine visibility (Siagian & Purwanto, 2023; Rosyidin & Purwanto, 2024). It involves thorough keyword research to identify suitable terms aligned with user intent, ensuring effective placement in titles, headings, and content without sacrificing readability (Agustinasari et al., 2022; Siagian & Purwanto, 2023; Rosyidin & Purwanto, 2024; Taufiqi & Purwanto, 2024; Umar et al., 2023).

This study found that students often make similar grammatical errors and inappropriate vocabulary choices in both Indonesian and English. Blog writing helps address these issues by offering opportunities for reflection, practice, and feedback (Fageeh, 2011). It also enhances writing skills and boosts students' motivation. Blog writing is expected to serve as a creative tool for improving bilingual writing competence in the global era.

This research provides important implications for the simultaneous development of Indonesian and English skills through blog media. By using blogs as a means of learning, writers practice creative writing skills and improve linguistic aspects such as grammar and

lexeme selection. This is relevant to improving the bilingual skills of students, especially when facing the needs of the world of work and creative industries that demand bilingual skills. Blogs as a learning medium also encourage participants to learn contextually through relevant and authentic themes, such as promoting local Kopi 16Pro products, thereby increasing learning motivation.

In terms of recency, this study combines a language-learning approach with local product promotion strategies, which are rarely studied simultaneously. Blogs written with promotional aspects in mind allow for the development of contextual language skills, as well as honing digital marketing skills. By identifying grammatical errors and

lexical selection, this study shows how writing results can be optimized into an effective promotional medium. This innovative approach focuses on the language aspect and the practical function of writing in supporting MSMEs, such as Kopi 16Pro, to be known more widely by the community.

In addition, this research contributes to the development of project-based learning methods, where students are involved in writing real blogs that directly impact business partners. Through feedback from linguists and potential readers, this study also offers an error-based evaluation model that can be a reference for more applied language learning. Thus, students not only learn to write for academic purposes but

also for the practical needs of the business world, strengthening their professional communication skills in Indonesian and English.

Finally, this study's practical implications also impact strengthening local MSMEs' digital promotion strategy. Kopi 16Pro, as one of the local brands, gets benefits in the form of promotional content that has been improved from a linguistic point of view to be more worthy of being disseminated to the public. This research opens insights that language skills can be directly integrated into the development of small and medium enterprises, as well as encouraging the birth of synergy between education and business. Thus, this study's results are relevant not only for the world of education but also for creative

industry players and local businesses who want to improve the quality of their communication in two languages.

CONCLUSION

The writers conclude that the blog script entitled "Ampera's Scenic Charm in Kopi 16Pro" is a promotional tool for Kopi 16Pro. The script consists of three parts: the introduction, the main body, and the conclusion. The introduction of the script provides an overview and the iconic of Palembang. The main body contains the characteristic, the signature dish, and the uniqueness of Kopi 16Pro. The conclusion persuades the readers to visit Kopi 16Pro with its outstanding features. After the script was completed, the writers published it on a blog and uploaded it to Blogger, making it

accessible online at <https://kopi16propalembang.blogspot.com/2024/07/amperas-scenic-charm-in-kopi-16pro.html>. The blog is a resource for tourists seeking information about tourism destinations, explicitly aiming to facilitate the easy discovery of Kopi 16Pro Palembang. The blog was uploaded on July 9, 2024; after 5 days of being uploaded, the blog received 80 views and several positive comments, such as "what a nice view" and "so informative and cannot wait to go there." This feedback highlights the blog as a valuable resource for tourists seeking information about travel destinations, explicitly aiming to facilitate the easy discovery of Kopi 16Pro Palembang.

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