The Utilization of Blogs In Education

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Abstract. Blog comes from the word "Weblog" which was shortened to blog. The term Blog was introduced by Jorn Barger in 1997. The blog is one of the services provided by the internet service so users can read or write a wide variety of content that they want. It can be reached through two creation methods i.e. through the Blog Service and Blog engines. Blog Engine is more intended for a master of language programming in web creation, while for a beginner it is recommended to use Blog Service as a method of making blog. By utilize the blog as a medium for delivering education from an educator or an educational institution can convey knowledge in a different view than usual and certainly will not make readers who incidentally as learners and the wider community was quickly bored in reading. The appearance of a blog and eye-catching view can also be a solution to foster the habit of rading in the community.

Keywords: Blogs; Education

1. Introduction

The progress of Science and Technology is growing rapidly at the present. The development of science and technology which cannot be dammed requires each individual to be able to follow because IPTEK utilization has entered in any fields or professions. In the implementation of each field and profession at the present is becoming more practical and efficient with the maximum utilization of technology inside. Education is one of the fields that utilize technology in its implementation. The inclusion of education in the implementation of technology led to a new study of educational technology.

Educational technology examines the utilization of technologies developed at this time in the world of education. According to Nasution educational technology is the use of media from the development of information tools as a means to achieve the goal of education [1]. The use of the information media in education is effected by the development of science in each era. Thus, to achieve the goal of education is also required in the implementation of the education development. One of the media information that is often used in the world of education today is digital media. Digital media has many interesting variations to make the implementation of the education to be non-monotone and more fun so that perpetrators of education either learners or educators can dislodge saturated taste them in implementing the right to education. There are many utilization of digital media in education, one of them is a blog.

Blog is one of the digital media containing writings were posted by the blog writers in a web pages. Many types of information that can be accessed by the blog because the blog owner in the world is not just a few people but rather thousands of people. Everyone can freely create a blog and post the information with their own style and creativity each blog, so

that readers do not feel bored quickly in reading the blog because there are so many variations that can be selected readers according to the needs and preferences of the reader [2]. Posts in blog-free, unfettered and creative can be an option for learners in the train themselves to write a paper. Learners who have less ability in writing can make the blog as a medium of exercise in developing their own ideas. Therefore, it is highly recommended to make use of blogs in implementation of education to achieve the maximum educational purposes.

2. Method

This research is a library research. Data obtained only through books. The researcher reads and records the main ingredients in the study. The data analysis technique used is qualitative because the data obtained are not in the form of numbers, but data in the form of phenomena and cases in the form of reports and thoughts of education experts.

3. Result and Discussion

3.1 The Definition Of Blog

Blog is one of the media information provided in internet services. A blog is a personal website that can be used by anyone who wants to share information in the internet. Most blog writers write or tell their personal experiences in their own personal blogs, therefore blogs are often seen as personal diary which can be accessed online by anyone without exception. A blog is a personal website which is provided free by several blog provider sites, then there are so many variations of blogs on the internet.

The term blog is already known since the year 1997 by Jorn Barger. At that time Jorn Barger used the term "Weblog" refer to a group of personal websites which routinely renewed by its owner on an ongoing basis [3]. The term blog derives from an abbreviation of the word "Weblog" was coined by Jorn Barger. In July of 1999 then appeared first online blog provider site that provides creation of blog for free. The name of the site is the Pitas site (www.pitas.com). But in its use, pitas is quite difficult to understand especially for a beginner, therefore one next month appear the next free web provider i.e. Blogger (www.blogger.com). Blogger is one of the free blog provider service that was launched by a company in San Francisco called Pyra Laboratory (www.pyra.com). Bloggers give convenience to users to understand the basics of HTML and Web programming so users can easily create their own blogs by online and free. Therefore bloggers became one of the largest blog providers and service most by internet users.

The blogger site is a site that popularized the blog because it was easily though the first site that provides creation of blog for free is the Pitas site. But in 2002 the Blogger was acquired by Google at the end of the year. The display of blog since it began to be enhanced with the presence of add-on applications provided by Google to complement and enhance the look of the blog was built. Blog users since it started having a very rapid increase because without having to be proficient in the field of programmer, the writer's personal blog can create a blog with an attractive look like a professional programmer. Add-on provided by google provide convenience to blog writer in designing their own blog because it provided a range of blog templates so that users can choose according to their needs and criteria

respectively. The process of making a blog does not need a long time, with no time, blogs are desired by the user can be completed. However, today has been widely available free blog provider sites in addition to bloggers like wordpress.com, webbly.com, tumblr.com and many more other free blog provider sites that are easy to use.

Internet users have various purposes in making a blog because the blog content is not bound to certain rules so that users can write down various information freely according to what their wants. Blogs can be managed by an individual or group depending on the purpose of making of the blog. Most of blog users post their diaries in their personal blogs but there are also using the blog as a medium of political campaigns, the delivery of goods or programs of a company, and also making their blogs as a forum because in general discussion blog provide facilities for blog visitors and blog writers can interact so that the blog can also serve as a discussion forum.

3.2 Create A Blog

Writing a blog is not a hard thing to be done even by ordinary people because there are many blog providers in an easy to understand without understanding the science of the programmer as well. Write a blog is not as complicated as writing books, scientific papers, papers so get rid away fear will write and develop our ideas. The blog has no rules in writing so that the writers can freely and develop his ideas without any revising and blame over the written content is the result of their own thoughts and not the proceeds from plagiarism of other works. Before writing the blog thing to note by the writers which method will be used in writing a blog. There are two methods in the writing or creation of a blog i.e. Blog Service and Blog engines.

Blog service is the website that serves the creation of a blog to provide a script directly without need to be made in advance [4]. By using the blog service, users do not need to understand the programming language to create a simple blog, because blog service providers already provide the scripts for blogs as well as blog templates that can be selected by the user as they want. The facility on the one hand provides opportunities for users to making a blog with practical and efficient but on the other hand these facilities limit the creation of users due to the templates provided can not be modified by the user. Domains in the blog also cannot be modified, must follow the name of the provider making this blog. But this method is very suitable for the beginner in making a blog, as for the service provider to create a blog with this blog service method; www.wordpress.com, www.blogger.com, www. blogsome.com, and www.multipy.com.

Blog Engine is a web-based application used to create blogs with PHP or ASP script [4]. In using blog engine users should have a little understanding of PHP or ASP script as programming language i.e. in web creation. This programming language is quite complicated so it takes more time to master it. Certainly a hard effort to understand the programming language in web creation will produce a much better blog than the blog provided for free and the creation of an easy and fast. By using this blog engine method users have full power in customizing the look and facilities of blogs created. Domain selection is also not determined by the provider, users can choose a paid domain according to their wants. Websites that provide blogging services based on PHP and ASP script such as; www.wordpress.org, www.drupal.org, www.geeklog.org, www.jombla.org, and www.mamboserver.com.

Two methods of making the blog above can be chosen according to the abilities and needs of users. After knowing which method will be used in creating a blog, then users can determine the content to be discussed in their own blog [5]. As described above that the ease of the writers in writing a blog is not bound by the rules of writing. Writers can freely write

and create content about anything in their own blog. As consideration, here are some topics that can be used as content in a blog:

a) Personal Information; blog that contains information about the writers. This information could be the daily life of the writer, the writer's hobbies and anything else that are close and related to the writer. Blogs with this content is the easiest to do because the writer does not have to bother in gathering nformation.

b) Specific Topics; blogs that discuss specific topics which specified by the author. The topic can be anything that is currently trending to discussed together

c) Business; blog that contains about goods or services that can be used by visitors who access the blog.

d) Tutorial; blog that contains guidelines in doing something. The guide can be used as blogs such as cooking guide, guide to making stuff, my guide in technology and so on.

e) The story; the blog that contain essay stories blog writer that can be used as entertainment by blog readers

f) Education; the blog that describes the writer's opinions about science, or blog that belongs to an educational institution.

Some of the discussion above, it can be an interesting blog content. Of course there are many more topics that can be used as content by blog writer in accordance with their creativity and interest to develop their ideas.

3.3 The Benefits Of Writing Blogs In Education

The use of digital media at the moment has become the daily activities of life. Digital media is most often utilized in the life is a smartphone. Almost everyone in the world has a smartphone that is used as a means of communication or seeking information. This resulted in many print media which started to be abandoned. In print media such as books, magazines or newspaper to convey a science and moral messages for the purpose of educating the reader to be an intelligent people. It will be a problem when print a useful start abandoned by society because of digital media more interesting. Therefore, it need the expansion of the useful information into digital media. One of the proper digital media for use so that it can be done to utilize the facilities of the existing blog on the internet.

Blogs become the right choice because it is easy to access, easy to create a blog and does not take a long time so it is highly recommended for educators as well as educational institutions to disseminate information related to education in a blog. By using the blog as a medium delivery of education, an educator or an educational institution can convey knowledge in a different way than usual and certainly will not make readers that in fact as a participant students as well as the wider community was quickly bored in reading. The appearance of a blog and indulge the eye can also be a solution to cultivate the habit of reading in the community. The prevalence of smartphone usage which does not know age will make it easier for society as well as learners in accessing information in a blog. With the realization of the situation, then the learner and the public can access the information educate wherever and whenever. This is a very good breakthrough for most benefits national education goal i.e. the intellectual life of the nation because of the education-related information can be accessed.

The benefits of education from the blogs are not only felt by blog readers, blog writer also received benefits in writing their blog. For the reader, when reading a blog, they will try to understand the content of the blog and then makes the interpretation of the blog content with the knowledge that has been previously owned [3]. By creating interpretations, the reader can develop and enrich, strengthen their opinion so that it will change the reader's mind before

reading the blog. The benefits of writing according to Saed Narsiana is as an instrument of keeping the science, learning media, and add a new idea (...). Writing can be instrumental in keeping the knowledge, opinions, thoughts, and arguments belong to the writer because of the brain's power in remembering something has limitations as you get older so the only way to perpetuate the ever thought is by writing. Writing is the medium of study because by writing will encourage and demand the writers to absorb, explore and collect as many information as possible to support their writing. By writing, one will also keep on trying to think of new ideas in order to find the results continued to develop well.

4. Conclusion

The term Blog was introduced by Jorn Barger in 1997. Blog comes from the word "Weblog" which was shortened to blog. The blog is one of the services provided by the internet service so users can read or write a wide variety of content that they want. Most of blog users post their diaries in their personal blogs but there are also using the blog as a medium of political campaigns, the delivery of goods or programs of a company, and also making their blogs as a forum because in general discussion blog provide facilities for blog visitors and blog writers can interact so that the blog can also serve as a discussion forum.

The creation of the blog can be reached through two methods i.e. through the Blog Service and Blog engines. Blog service is the website that serves the creation of a blog to provide a script directly without need to be made in advance. By using the blog service user does not need to understand the programming language to create a simple blog, because blog service providers already provide scrips for blogs and also blog templates that is chosen by the users as they wants. While the Blog Engine is a web-based application that used to create a blog with PHP or ASP script. In using the blog engine, users should have a little understanding about PHP or ASP script as programming language i.e. in web creation. By using this blog engine method users have full power in customizing the look and facilities of blogs created.

The blog can serve as an ideal choice for spreading information easy because in addition to educating for accessible, now the blog is very easy to make and does not take a long time so it is recommended for an educator and educational institutions to disseminate information related to education in a blog. By utilize the blog as a medium for delivering education from an educator or an educational institution can convey knowledge in a different way than usual and certainly will not make readers that in fact as a participant students as well as the wider community was quickly bored in reading. The appearance of a blog and indulge the eye can also be a solution to foster the habit of reading in the community.

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