



HOOK IDENTIFICATION OF STUDENTS' ESSAY AT EFL CLASSROOM

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ABSTRACT

Writing the introductory paragraph seems to be the most challenging for the writers. The introduction of an essay determines the quality of the whole essay, whether it is interesting or null, effective or ineffective. At the point of that, as a part of introductory paragraph, writing hook is crucial to attract a reader's attention as well as enlighten the students writing ability. The research aims to find out how the students in an EFL classroom write the hook into their essay. Taken 17 students' writing task of Process Essay as well as Cause effect Essay as the data, the data is collected and elaborated descriptively. The data points out that the majority of the students haven't written hook correctly. This fact brings challenges for English lecturers to make effective method in teaching the writing subject.

Keywords: Writing, Hook, Essay

INTRODUCTION

English Writing is taught in some universities in Indonesia. The focus of the subject usually is to enlighten the college students' skill in academic writing. Theory and practice of writing the lecturers have provided including writing a good essay. A good essay contains Introductory paragraph, Body paragraph, and Conclusion paragraph. In structuring a good essay, formulating the introductory paragraph seems to be the most challenging for the writers. The introduction of an essay determines the quality of the whole essay, whether it is interesting or null, effective or ineffective. In other words, it serves the readers in deciding to read the whole text or just stop reading it.

An introductory paragraph consisting one-two sentences to attract a reader's attention. This term is known as hook. Hook works to serve a reader whether he wants to continue reading the text or not. As the writer experience in teaching in EFL classroom, many students may not apply hook into their essay properly. Therefore, the writer intended to find out how the students use the hook in their warming up writing task.



LITERATURE REVIEW

Previous research related to Hook founded is first written by Mubarak and Ridiyanto (2002). It provides an overview of the effectiveness of the opening sentence which is able to attract readers to read the entire essay. Using students' writing task, it concludes that writing hooks is not as easy as it seems. The second research is one that written by Rahman (2020). It is to identify the writers' preferences to write hook sentences. The data used are 40 argumentative essays collected from 7 different international newspapers and gazettes. Employing content analysis procedure, the research shows that the writer prefer hook-related theme with mostly narrative type hook. The third is written by Hasanah (2017) finding out the types of hook mostly occur in students' essay as well as to know the writing mistakes of students hook essay. Compared to the research, this research focuses on types of hook mostly occur of problem solution essay. This research focuses on finding out how students apply hook to their essay.

Structure of an Essay

A good essay consists of three parts; an introduction, a body and a conclusion. An introduction tells the background of the whole body of an essay. Readers tend to sort introduction to strong or weak, interesting or dull, effective or ineffective until finally they decide to continue reading it or just stop reading it. Therefore, building interesting introduction is crucial and hook supports to meet it. An introduction needs to be clearly sets out the aims of what a writer's about to write and, if applicable, refers to the subject under investigation. In this part, only the key points that is elaborated that the key points will be more covered by a full paragraph later on in the body of an essay. The second part of the essay is the body. This consists of three paragraphs or more elaborating the key points that relates to the topic. The third part of the essay is conclusion. It aims to summarize the main points of the writer argues or discuss to then draw final decision or judgment about the issue have been discussing.

Hook

Hook is important to get readers interested to an essay the writer write. It is the first sentence in an introductory paragraph of an essay. A writer need to hook readers to deliver their ideas effectively to the readers. There are some ideas or types of hook.

Question Hook

It is one type of hook working by asking an intriguing question. By it, readers would like to know the answer. As a result, it grab readers' attention.

Example: *"What do you think of today's world cup?"*

"What do you think would have happened if the capital city of Indonesia is moved to Bandung?"



Anecdote Hook

It is one of types that relates to personal story and imagination of the writer. Typically, an anecdote is a funny statement, written to make the reader laugh and want to continue reading further. Example: *“Yesterday, I went to a supermarket after coming to the cashier and realize that I forgot to bring my wallet”*

Quotes Hook

It works by borrow famous people’s statement to create a compelling start to your essay. A writer uses quotes to explain his topic and its relevance to the idea of his essay. Example: *“Any achievement in business is never accomplished by a single person; a team of skilled members from diversified fields is always needed.” -Steve Jobs*

Statistical Facts Hook

Statistical hook works when writing a paper with the focus of providing the reader with information. It is also a type of quotation from a well-known person, but such quotes are statistical in nature. They present some kind of number, figure, or percentage. Example: *“Statistics show that on average Facebook users have 155 friends, but will only ask 4 of them for help in case of a crisis.”*

Personal Story Hook

Starting a piece of writing with a personal short story is a good idea when writing narrative essays. Example: *“Growing up I really was fascinated by movies and Hollywood actors... My passion grew when I found myself on a movie set....”*

Description Hook

This hook is a vivid description of a scene or event to draw readers' attention to your writing. Descriptive hooks are most commonly used in narrative essays but can be used in any type of writing. Example: *“Yesterday morning I watched my brother leave the house with a vibrant mark of toothpaste gleaming on his right chin. I was enjoying seeing him like that until he stepped out of the house...”*

Metaphor/Simile Hook

The metaphor/simile hook is used to help readers think about a particular topic in a different way. A metaphor directly compares two things that are not related to each other.

Example: *“I have an 8-year-old child - the company I founded in 2012.”*



METHODOLOGY

This research is descriptive qualitative research. The design of this research is descriptive qualitative (Mackey, 2005:162). The data is 17 students' essays that were collected in seventh meeting.

FINDING AND DISCUSSION

The data is taken from 17 students writing task. The task given is the students have to write individual writing covering Process essay, Problem-solution essay and cause and effect essay. The data shows that some types of hook are used, as follows.

Data	Hook Sentence	Essay types	Title Essay
Student 1	When just building a business, a business owner will naturally focus on some things they are interested in, such as operational affairs, marketing, or sales.	Process Essay	How to Improve Business Operation
Student 2	Business operations comprise all actions taken to keep your company functioning and earning revenue.	Process Essay	How To Improve Business Operation
Student 3	Retailers are reporting some of the biggest online sales gains in their history thanks to the coronavirus pandemic.	Cause Effect Essay	Causes of highest online selling during pandemic
Student 4	A study conducted by the United Nations Conference on Trade and Development (UNCTAD) found that online sales accounted for almost a fifth of retail turnover in seven industrialized countries in 2020.	Process essay	HOW TO IMPROVE BUSINESS OPERATION
Student 5	Thanks to the rapid development of the internet and technology, giving birth to various opportunities in business,	Process Essay	How to strengthen E-Commerce business
Student 6	"Business is a money game with few rules and a lot risks"- Bill Gates	Process Essay	How to improve bussiness operation
Student 7	Bussiness operation efforts to regulate and optimize the use of recources ranging from human resources (HR),bussiness marketing strategies,quipment,costs and materials,to produce a product or service.	Process Essay	How to improve bussiness operation
Student 8	If your business is an online store selling products or services, you might be interested in helpful advice on the best eCommerce strategy to help you reach more customers.	Process Essay	How To Strengthen E-Commerce Business
Student 9	Do you know how much transportation costs right now?	Cause and effect essay	THE HIGH COST OF TRANSPORTATION
Student	Since the COVID-19 pandemic broke	Cause and effect essay	The effects of pandemic to the



10	out, we have all been faced with a difficult situation.		the improvement of E - Commerce selling
Student 11	In this digital era, more and more sellers have expanded their target market through e-commerce business.	Process Essay	How to Strengthen E-commerce Business
Student 12	What is the price of transportation at this time?,	Cause and effect essay	THE HIGH COST OF TRANSPORTATION
Student 13	In business, there are many opportunities to advance the business and become better. Many factors can make a business fall into the growing category, for example increasing profits, reducing losses, and expanding the target market.	Process Essay	How To Improve Business Operation
Student 14	Efficient E-commerce and logistics collaboration is the driving force behind the digital economy transportation launched by the president.	Process Essay	Strengthening E-Commerce Business
Student 15	Clothing is the most in-demand type of product, based on the same survey, fashion recorded 71.6% of all products purchased online.	Cause and effect essay	Cause and Effect Highest Online Selling During Pandemic
Student 16	Always deliver more than expected, you can't just open a website and expect people to flood in, if you really want to succeed you have to create traffic.	Process Essay	How to strengthen E-Commerce business
Student 17	In running a business, profits and profits are the most important things that must be realized.	Process Essay	How To Improve Business Operation “

Questions Hook

Student 9 and Student 12 apply question hook for their introductory paragraph. Student 9 put yes and No question type “*Do you know how much transportation costs right now?*” Which as if the writer tried talk to the readers and then want to build rapport with the readers. It is used as a way to attract readers to read the rest of the paragraphs provided in the essay.

Meanwhile, student 12 elaborated the effect of the high cost of transportation. It is begun by one question hook sentence, specifically wh-question “*What is the price of transportation at this time?*” By raising such question, the writer tried to grab the readers’ attention and ask the readers to realize the fact that the high cost affects many aspect of life, especially those related to business and logistics.

Statistical fact Hook

Two students apply statistics hook into their essay. Both Student 4 and student 15 took result of the research which is the data is formed into number, as follows Student 4 uses “A study conducted by the United Nations Conference on Trade and Development



(UNCTAD) found that online sales accounted for almost a fifth of retail turnover in seven industrialized countries in 2020” and student 15 Clothing is the most in-demand type of product, based on the same survey, fashion recorded 71.6% of all products purchased online.

One student uses quotation as hook of the essay. The student took what Bill gates statement, that is “Business is a money game with few rules and a lot risks”- Bill Gates

Fail to write hook sentences

Some students are fail to write the hook, for example “When just building a business, a business owner will naturally focus on some things they are interested in, such as operational affairs, marketing, or sales”. The sentence doesn’t include into types of hook mentioned. The sentence may be more interesting if it is changed into question sentence “What will happen if a business owner naturally focus on some things they are interested in, such as operational affairs, marketing, or sales?”.

Data	Question	Anecdote	Quotes	Statistical Fact	Personal Story	Description	Metaphor/Simile	Fail to write Hook
1								v
2								v
3								v
4				v				
5								v
6			v					
7								v
8								v
9	v							
10								v
11								v
12	v							
13								v
14								v
15				v				
16								v
17								v
Total	2	0	1	2	0	0	0	12
Percentage	11%	0%	8	11	0%	0%	0%	70%

Table 2 points out that question hook and Statistical fact is used by two students. Meanwhile, the majority of the students haven’t write hook properly. In other words, they failed to write hook. This indicates that the students need to get more exercise, practice on how to write hook so that the quality of the students English writing can improve.



CONCLUSION

Based on the finding, it can be concluded that writing hook is not easy. As many as 70% students are failed to write interesting hook. This indicates that students background knowledge about English writing categorized into poor. This fact brings challenge to EFL lecturer to give their best effort in giving more practices more explanation about the structure of a good essay since the theory of academic writing is crucial for academic purposes.

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