

Psikologi Behaviorisme

KULIAH 10 – PSG103 SEJARAH PSIKOLOGI

Psikologi Behaviorisme

3 tahapan perkembangan behaviorisme:

1. **behaviorisme radikal** (Pavlov, Watson) 1913 - 1930
2. **neo-behaviorisme** (Skinner) 1930-1960-an
3. **Sosio-behaviorisme** (Bandura), 1960-1990-an

1. Ivan P. Pavlov (1849-1936)



- Pencetus *Clasical Conditioning*
- Penelitian menggunakan anjing, utk melihat sistem pencernaan.
- Perilaku sbg *conditioned reflex*.
- Proses terbentuknya perilaku:
 1. US → UR
 2. US + CS → UR
 3. CS → CR
- *Excitatory conditioning* vs *inhibitory conditioning*.
- <https://www.youtube.com/watch?v=hhqumfpxuzl>

2. John B. Watson (1878-1958)

- 1913: Mendirikan behaviorisme
- Menentang strukturalisme & fungsionalisme



3. B. F. Skinner (1904-1990)



- Neo-behaviorisme.
- *Operant conditioning*
- *Primary reinforcer* vs *conditioned reinforcer*.
- *Positive reinforcer* vs *negative reinforcer*.
- Schedule reinforcement (table 7.2, hlm. 176)
- Punishment.

3. A. Bandura (1925-)



- sosio-behaviorisme.
- Bobo-doll experiment
 - perilaku sbg hasil modelling
- *Self-efficacy*: *efficacy expectation* vs *outcome efficacy*.