

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

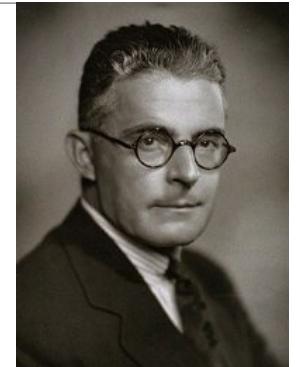


1. Ivan P. Pavlov (1849-1936)

- Pencetus *Classical 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=hhqumfpxuzI>

2. John B. Watson (1878-1958)

- 1913: Mendirikan behaviorisme
- Menentang strukturalisme & fungsionalisme

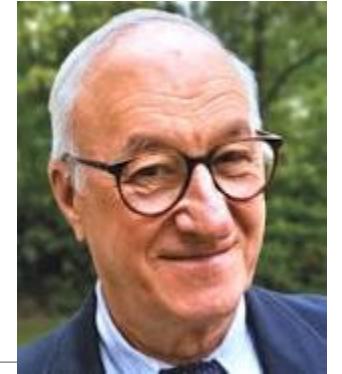


3. B. F. Skinner (1904-1990)



- Neo-behaviorism.
- *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.*