
Behaviouristic in The Novel The Call of The Wild

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Abstract

This study aimed to discover the types of behavior of The Call of The Wild characters and also what impacts of human behaviour that can affect towards animals in the The Call of The Wild Novel. In this research the descriptive qualitative method are applied through the theory of B. F Skinner. The results of the study showed that there were two types of behavioristic model found the novel The Call of The Wild, namely operant conditioning and classical conditioning so that positive and negative reinforcement processes are formed in The Call of The Wild novel. Besides that, there were each character with a different personality that influences the dog's behavior that resulting in the impact on the dogs behaviours it was that the dog (Buck as a dog) experienced changes in behavior when faced with different owners or characters and these changes occurred depending on the surrounding environment, therefore the presence of humans behaving badly, kindly, assertively, violently and the treatment received by human that leading to attack, showing aggressive behaviour due to fear or discomfort, exhausted resulting in showing a drastically losing body weight, laziness and disobedient as a negative impact and showing obedient, happy and protective nature as a positive impact.

Keywords: Behaviouristics, Skinner's Psychology, Novel



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1. INTRODUCTION

Literature is an art that has its own meaning that contains elements of humanity, both in terms of feelings, actions, thoughts, experiences and ideas. Esten (1978: p.9) states that literature is the expression of artistic and imaginative facts as the embodiment of a statement of feelings or opinions of human life through language as a tool to achieve something and have a positive effect on human life (humanity). In addition, Eagleton (2010: p.4) argues that literature is a beautiful story that focuses on something in the form of language that is lived, interpreted and reversed language or how to compose the art of beauty through language tools.

Literary works have three types, namely prose, poetry and drama. One of the ways the author expresses feelings, experiences, ideas and the language used is in the novel which is a form of literary work in the form of prose. The novel includes a series of stories and socio-cultural life and moral values that can be applied in human life. According to Esten (1984: p.9) states that in the process of creating a literary work, an author deals directly with the reality found in society "objective reality" which is in the form of events, norms and values, views of life and other aspects that exist in society.

In the opinion in Wellek and Warren (2014: p.260) states that the novel is a depiction of real life and behavior from the era when the novel was written. Novels are realistic work of art; novels develop from non-fiction narrative forms, letters, journals, memoirs or biographies, and history. From several ideas defined by experts, the author formulates that the novel is an effective literary work or its impression is influential in the form of writing and the expression of feelings about real life experienced by the author. As for the opinion of Reeve in Wellek and

Warren (2014: p.260) which states that the novel is a description of real behavior in human life, so it can be concluded that behavior plays an important and meaningful role in determining a person's personality.

According to Patty (1982: p.72) behavior is an individual's response to several types of drivers. This stimulus can be in the form of a stimulus from the community environment, as a result of the relationship or unity between humans (individuals). Notoatmodjo (2003: p.114) Human behavior is all the actions or actions of humans themselves which have a very broad scope, both those that can be observed directly, and those that cannot be observed. A person's behavior can be seen from individual reactions and individual behavior towards the surrounding environment or humans perform a type of action that affects them directly or indirectly.

In this study, the researcher examines novel related to human behavior. The researcher uses the novel *The Call Of The Wild* by Jack London. This novel tells about the lives of dogs who struggle to survive, and tells of human behavior towards these dogs. The researcher is interested in using this novel because in this novel there is violence perpetrated by humans against dogs, just like in society in the world where some humans still do not have empathy for animals, including dogs. Humans must apply good behavior and not torture animals so that the relationship between humans and animals is mutually beneficial because animals are also living creatures that need love from humans

2. LITERATURE REVIEW

2.1 Previous Studies

The following below are related studies conducted by previous researchers:

Agustya (2014) entitled *Perilaku Elizabeth dalam Novel Pride and Prejudice Karya Jane Austen*. This study aims to describe Elizabeth's behavior and describe the influence of Elizabeth's character on her personal life. The research method used is a qualitative method. The approach used is objective. The results of this study, there are 15 behaviors of Elizabeth and 10 influences of Elizabeth's behavior. As for the conclusion of this study, Elizabeth tends to behave badly, such as being easily prejudiced, easily offended, behaving spontaneously without thinking before, stubborn, prestige, belittling, being too proud of herself, misbehaving, speaking carelessly, being disrespectful, and cunning.

Fibiani et al., (2020) entitled *Perubahan Tingkah Laku Tokoh saya dalam Novel "Jangan Sisakan Nasi dalam Piring" Karya Kembangmanggis: Perspektif Behaviorisme Skinner*. This research is a qualitative descriptive study with a psychology literature approach. The results showed that during the time my character lived in Ubud, Bali he learned many life lessons. The learning was obtained through the stimulus and response my character received and demonstrated through the perspective of Skinner's behaviorism. As for the character change in my behavior, it was shown to be more respectful, more appreciative of work, and more respectful of others.

Hidayati et al., (2019) entitled *Willem's Personality in The Novel Dasamuka by Junaedi Setiyono*. This study aims to describe Willem's personality structure in the form of id, ego, and superego. This descriptive qualitative research used content analysis to study the novel *Dasamuka*. The approach used in this study is the literary psychology proposed by Sigmund Freud. The findings of this study are that Willem's id is dominated by the instinct of death and avoidance of discomfort; Willem's ego is shown by strong efforts and decisions in realizing their desires and duties; and Willem's superego is seen in the understanding of the moral or rules in

society, the emergence of humanity, and feelings of guilt or sin.

Rahayuningsih et al., (2019) entitled *Analyzing Self-Actualization of Jonas Character in The Giver Novel*. This study concerns with Self-Actualization in *The Giver* novel. Aiming to find the character and personality of Jonas through the Self-Actualization described in the novel. This research is categorized as a descriptive qualitative research. This study used Self-Actualization theory by Abraham Maslow. The results of this research showed that self-actualization found in Jonas are: 1) objective perception, (2) general acceptance of nature, others and oneself, (3) spontaneity, simplicity, and naturalness behaving, (4) needs for privacy and independence, (5) autonomous functioning, (6) freshness of appreciation, (7) mystical or “peak” experiences, (8) concern in social interest, (9) interpersonal relations, (10) recognize discrimination between means and ends, good and evil, (11) present creativeness. When Jonas gets the memories from *The Giver*, then he shows his self-actualization.

Fajriyah et al (2017) entitled *Kepribadian Tokoh dalam Novel Alisya Karya Muhammad Makhdlori: Kajian Psikologi Sastra*. This research is a descriptive qualitative research with psychology of literature studies. This research use objective approach. The results of this research showed some findings, firstly, story fact in the novel *Alisya* consists of plot, characterization, and setting. Social setting in the novel is society’s point of view of HIV’s victim. The stimulus of ID in *Alisya* was portrayed when *Alisya* wants to flee from poverty. The responds of ego showed when *Alisya* decided to achieve an offer to take naked photo in magazine and the superego responds showed when *Alisya* counterbalances whether to achieve the offer to take naked photo or not.

Romadhon (2015) entitled *Perilaku Tokoh Utama Novel Saksi Mata Karya Suparto Brata*. This research focuses on personality psychology B.F Skinner on the behavior of the main character in an attempt to help the problems experienced *Bulik Rum* and to investigate the behavior of the main character according to the type of personality psychology theory B.F Skinner. This research is a descriptive qualitative. This research approach is a textual, which examines the psychology of the main character in the novel contents. The results showed there were behaviours of *Kuntara* which is a response to a stimulus from *Bulik Rum*, stimulus from *Pak Okada*, stimulus from *Mister Ichiro* and Stimulus from *Mas Wiradad*. In the novel eyewitness *Kuntara* behavior indicates operand behavior and the behavior of respondents.

Nurhidayah (2016) entitled *Influence of Enviroment on Different Personalities of The Twins in Rainbow Rowell’s Fangirl (2013): A Behaviorism Perspective*. This research is included in qualitative research. The result of this research is that there are personality differences between *Wren* and *Cath* which are contradictory, the author only finds three elements which can be said to be two defferent personalities, namely based on their thoughts, attitudes, and actions based on their respective characters.

Hardiyanti (2016) entitled *Kepribadian Tokoh Bu Suci dan Waskito dalam Novel Pertemuan Dua Hari Karya N.H Dini Perspektif Behaviorisme Teori B.F Skinner*. The purpose of this study is to describe the personalities of the characters *Bu Suci* and *Waskito* in yhe Novel *Meeting Two Hearts*. The method used is descriptive qualitative method. The results of this study found 13 quotations that are relevant to the three sub-theories proposed by Skinner regarding the personality of the characters.

Tinawati (2019) entitled *Changes of Landon Carter’s Behavior Reflected in Nicholas Sparks’ A Walk to Remember Novel (1999): Behaviorist Perspective*. The purpose of this study

is to analyse behaviour change based on the Behavioral Perspective and this research is a descriptive qualitative research. The results of this study, the researcher concludes that there are three factors that cause Landon's behavior change and there are three behavioral changes described in the novel, namely behavior change through character, behavior change through place and behavior change through activities.

Chintya (2020) entitled Behavior Creates Aggression in Lee Hall's film Victoria and Abdul. This study discusses the theme of a movie script. Two approaches, intrinsic and extrinsic, were used to analyze this novel and used qualitative research methods. This study discusses the psychological conflicts of the main characters based on the movie script "Victoria And Abdul" by Lee Hall. In this paper, Esther uses library research to collect data sources through books and various other sources via the internet. This study also uses Minderop theory of literary psychology in the movie script.

Arimawati (2020) entitled Psychopath Behavior in the Orphan Film by Jaume Collet Serra. This study aims to determine the behavior, types, and effects of psychopaths in everyday life. This study used descriptive qualitative method. The results show that first, there are four common types of psychopaths; the victim, the artists, malevolent psychopath, professional psychopath, but malevolent psychopath is dominant. Second, there are six psychopathic behaviors. Finally, the main character effects on psychopathic behaviour are that there is no guilt after killing and uncontrollable emotions.

Rahmawati (2020) entitled Margo's Misbehavior: A Behaviorist Study on John Green's Paper Towns Novel (2008). The aims problem of this research is deviant behavior. The research uses the first object or source from John Green's novel entitled Paper Towns (2008), and uses behaviorist theory from B. F. Skinner and misbehavior from F. Yeaman to analyze it. The researcher also used qualitative descriptive as a method to collect data. The result of this research is that there are problems faced by the main female character in the novel misbehavior which has external factors. These factors include family, friends and the environment. In order to achieve her wish, Margo seeks attention and seeks revenge to achieve her goals.

Wahid (2020) entitled Dampak Perubahan Perilaku Tokoh Dhirga Dalam Novel Dhirga Karya Natalia Tan (Perspektif Psikologi Behaviorisme Skinner). The researcher uses a literary psychology approach that analyzes the behavioral changes experienced by Dhirga characters based on their environmental conditions and this study applies a psychological study of skinner behaviorism and uses qualitative methods. The results of this study are divided into four, namely stimulus, response, behavior change, and the impact of behavior change. The impact of behavior change is divided into two types, namely the impact of change on oneself and its impact on others. The writer found 119 stimuli that were found to come from the environment.

Rahmaniyah (2021) entitled Pengendalian Diri Tokoh Utama Pada Novel Sawitri Dan Tujuh Pohon Kelahiran Karya Mashdar Zainal (Kajian Psikologi Behaviorisme B.F. Skinner). This research uses the novel Sawitri and Seven Trees of Birth by Mashdar Zainal because there is a main character, namely Sawitri who is experiencing the psychological process of behaviorism and uses a qualitative research type with a literary psychology approach. The results of this study are negative stimuli and positive responses. In addition, there are several responses generated from the stimulus. This study also explains about the character control that Sawitri does to her family. Sawitri's character experiences a learning process, namely the fear of being alone makes her realize that loneliness is something that needs to be faced.

Nursihah (2017) etitled Perilaku Tokoh Sriri dalam Novel Sri Rinjani Karya Eva Nourma: Kajian Psikologi Behaviour Skinner dan Kaitannya Dengan Pembelajaran Sastra di SMA. The aims problem studied in this research is the psychological analysis of Srisi's character in the novel based on the behavior that appears to her according to Skinner's theory. The research is a descriptive qualitative analysis method and uses Skinner's behavioural psychology theory and relates it to literary learning in high school. The result of this research is that Sriri's behavior is strongly influenced by both conditioned and unconditioned stimuli. The conditioned stimulus in the form of motivation came from his family, and Mr. Kamil's family. The unconditioned stimulus is the environment.

2.2. Research Theory

Psychology is the science that studies human behavior. Psychology studies various factors related to human behavior. Behavior studied in psychology includes not only behaviors that can be observed directly, but also emotions, attitudes, thoughts, and other mental processes that cannot be observed directly (Martini, 2014: p.15)

Literary psychology indirectly discusses psychology because the literary world cannot be separated from psychological values that may be contained in literary works. Noviyanti and Dermawan (2018: p.178)

Watson (1913: p.9) in an article entitled "Psychology as the behaviorist views it" states that all behavior is learned from the environment. Thus behaviorism emphasizes the role of environmental factors in influencing behavior to the exclusion of internal factors and inherited factors and only focuses on learning.

Skinner is a psychologist, behaviorist, writer, social philosopher and professor of psychology at Harvard University from 1958 to 1974. Skinner was a strong behaviorist who believed in the importance of objective methods, experimental rigor, elegant experimental abilities, and inductive science. in solving behavioral personality problems.

3. METHOD

This study used qualitative descriptive research method. Qualitative research that based on narrating and describing data Ahmadi (2019: p.3). Qualitative research places more emphasis on interpretive presentations rather than the use of numbers.

To examine the types of behavior, the researcher used B.F Skinner's theory. Behavioral psychology theory only examines the visible behavior of the human being. Behavior that is reflected through words and actions is empirical data or truth which means that something human knowledge comes from human experience itself which is the guiding agent of one's soul (Siswantoro, 2005).

4. RESULTS

Below is a table of the call of the wild personality based on Skinner's theory, and behavior caused by two types of behavior, namely Operant Conditioning and Classical Conditioning.

4.1 Operant Conditioning

“This man talked with Manuel, and money chinked between them (Jack London, 2019: p.11)”

Based on the data in the table above, shows that Manuel's personality as operant behavior can be seen from his environment, where he is a gardener who likes to play gamble and for money,

he can sell a dog named Buck belonging to a judge where he works and kidnaps him secretly. Manuel's behavior as a stimulus and response can be seen from the sentence "money chinked between them" which shows that Manuel has sold Buck to the man because the money has changed hands.

"Twist it, an' you'll choke'm plentee". (Jack London, 2019: p.11)

Manuel's personality is increasingly seen as a cunning person because he planned to kidnap Buck and then did it on purpose he ordered the foreign man who bought Buck to twist Buck's neck so that the rope was tightly tied to his neck and made Buck unable to fight back. Manuel's personality is a bad person because he also ordered the man to commit a crime by tying Buck's neck tightly.

Based on the two data in the table above, it shows that Manuel's personality is a poor person because of his economic condition so for his own sake he intends to be evil by selling Buck for profit and he is a despicable person because he doesn't think that Buck is not happy when he is tied with a rope around his neck and made it hard for him to breathe.

"They succeeded in filing the heavy brass collar from off his neck. Then the rope was removed, and he was flung into a cagelike crate"(Jack London, 2019: p.13)

The man personality is operant behavior which is a response from his personality because this man strangled Buck many times and threw Buck into a crate similar to a cage. This man's behavior is a bad habit in a related incident.

Based on the data above, it shows that the man's personality as operant conditioning is someone rude and greedy because when Buck felt dazed due to the rope that tied his neck and his tongue hurt, the man immediately threw Buck into the crate in a weak state.

"Then the man advanced and deliberately dealt him a frihtful blow on the nose". (Jack London,2019: p.17)

The personality of the man in the red sweater as operant behavior is a response from his personality as this man calmly punches and punches under Buck's jaw. The man hit him due to Buck's anger attacking the man but the man was very quick to hit Buck with a stick. This man's behavior is a bad habit in a related incident.

Based on the data above, the personality of the man in the sweater shows that he is arrogant and evil because after underestimating Buck, he remains calm about hitting Buck, which means that his urge to commit crimes is already his bad habit. His arrogance is also evident when his tone is more subdued but emphasizes warning Buck not to fight back if he doesn't want to be hit again. The threat was like a victory for the man because Buck was powerless anymore.

"if you strike that dog again, I'll kill you," he at last managed to say in a choking voice. (Jack London, 2019: p.92)

John's personality as operant conditioning is driven by a stimulus-response from John's anger towards Hal's personality. John stood close to Buck and tried to control his anger, and the sentence from this data "if you strike that dog again, I'll kill you" as an affirmation to Hal not to hit Buck again and John's behavior on this data is a positive reinforcer from within him.

Based on the conclusion of the data above, John's personality is a caring and very loving person. His personality can be seen from the way he treats Buck well and takes good care of him. In addition, John is also a brave man, because he can't bear to see Buck being tortured by Hal and he firmly orders Hal to stop hitting Buck. John had saved Buck from a bad person because John's behavior was driven by his sympathy and showed him that he is a good person.

4.2 Classical Conditioning

“A-a-ah!” he cried to Buck. “Gif it to heem, by Gar! Gif it to heem, the dirty t’eef!” (Jack London, 2019: p.39)

Based on this data, there is the sentence "Gif it to heem" is a respondent's behavior shown by Francois who reflexively defends Buck, because so far Francois has seen Buck always avoid his enemies, but this time he saw Buck attack Spitz.

“But Mercedes interfered, crying, “oh, Hal, you mustn’t,” as she caught hold of the whip and wrenched it from him. “the poor dears! Now you must promise you won’t be harsh with them for the rest of the trip, or I won’t go a step.” (Jack London, 2019: p.76)

Based on this data, a stimulus that appears in Hal's behavior causes a classical conditioning response to Mercedes. She felt sorry for the dogs because Hal wanted to whip the dogs, and Mercedes reflexively cried at the sight of the dogs.

Jhon Thornton would reverently exclaim, “God! You can all but speak!” (Jack London, 2019: p.97)

John's personality as classical conditioning arises from John's behavior of reflexively saying to Buck the phrase "you can all but speak" which is a happy feeling to see Buck very close to John, and Buck's affection for John is seen from Buck's behavior which is very spoiled to him.

4.3 The Impact on Animal

“In quick rage he sprang at the man, who met him halfway, grappled him close by the throat, and with a deft twist threw him over on his back”. (Jack London, 2019: p.11)

Based in this data, the behavioral impact that occurred to Buck showed aggressive behavior as a reaction to his fear and reaction to displeasure at people he did not recognize because he took him away from his owner. Buck is an active animal and is responsible for looking after the children of the magistrate where he lives, but his behavior changed when he first met a strange man who had a violent character, as contained in this sentence “In quick rage he sprang at the man, who met him halfway, grappled him close by the throat”.

“Straight at the man he launched his one hundred and forty pounds of fury, surcharged with the pent passion of two days and nights. In mid air, just as his jaws were about to close on the man, he received a shock that checked his body and brought his teeth together with an agonizing clip”. (Jack London, 2019: p.16)

Based on this data, Buck who had gathered his anger attacked the Man in the red sweater when Buck had been removed from the crate. The personality of this red sweater man is evil and arrogant, when Buck attacked him, the man fought back and the impact that happened to Buck was that he felt weak because the man had hit Buck with a deadly punch using a stick so Buck fell helplessly.

“Buck had a trick of love expression that was akin to hurt. He would often seize Thornton’s hand in his mouth and close so fiercely that the flesh bore the impress of his teeth for some time afterward. And as Buck understood the oaths to be love words, so the man understood this feigned bite for a caress”. (Jack London, 2019: p.97)

In this data, John's personality as a lover has a positive impact on Buck because John really cares about his dogs and always plays with them, and Buck also responds to his affection for John as in this sentence “He would often seize Thornton's hand in his mouth and close so fiercely that the flesh bore the impress of his teeth for some time afterward”, as the language of animal love for humans and Buck adores John and loves John as his master.

5. DISCUSSION

5.1 Type of Behavioristic

Based on data 1-35, operant conditioning on the character's personality in the novel is more dominant with bad characters. Some of the most prominent characters whose personalities as operant conditioning are Manuel who is a poor person because of bad economic conditions, therefore the response stimulus is that he intends to sell his master's dog and his intention is an evil deed. Another example is The Man's personality in data 3 and 4 who is an evil and greedy person because his condition is in pain due to Buck attacking him and he also feels annoyed with Buck so his evil behavior appears and repeatedly strangles and throws Buck into the crate. It can be concluded that the characters contained in the operant conditioning data on the characters in the novel are negative reinforcement because there is more bad behavior than good behavior.

In classical conditioning, there are 31 data which is a process obtained through a response that occurs. In classical conditioning, researchers found 20 positive reinforcement data and 11 negative reinforcement data. The process of this type of behavior occurs when associations are formed between stimuli that were previously neutral and which occur naturally, but changes in behavior in each person's personality are not always based on the reflexes of personality but the formation of behavior is obtained through the relationship between two stimuli.

Based on data 32-66, classical conditioning on the character's personality appears automatically. The characters contained in the novel are influenced by environmental conditions which then cause a response and will be mastered by the character by itself.

5.2 The Impact of Behavioristik on Animals

Based on the novel *The call of the wild*, there are 7 data that affect the impact of human behavior on animals, and page 56 there are 1 data has an impact on oneself (Buck), the 7 data is the behavior of different people's personalities. The impact that occurs on Buck has a more negative impact on the personalities of some of the characters, where the changing moods of the characters can be detrimental to the dogs, especially for Buck, and when their behavior cannot be controlled, the impact will be felt by the creatures around them, including dogs that be with them.

In the study of Skinner's behaviorism psychology, the impact of change on dogs, especially Buck, was directly influenced by several figures and was influenced by the surrounding environment. A very visible change is when the character's behavior is carried away by emotions and with self-awareness, they beat and do not give food to the dogs so the impact that happens to the dogs is that they are exhausted and their weight drops drastically and then they start to be lazy and disobedient because they are no longer strong when they are ordered and forced to make long journeys.

Based on data analysis, the positive impact that happened to Buck changed Buck's behavior for the better, and accepted the circumstances that had befallen him when he met a man named Jhon. John gives affection and attention to Buck so that the positive impact is that Buck, who feels happy, is always obedient and protects John from bad people. And 1 data affects Buck's personality itself and the impact is that Buck is now a hunter who depends on living creatures for him to survive. Buck, who used to be a domestic dog, has now become a dog who actively hunts in the wild, as a result, he learns a lot about the personalities of the characters he has been within the wild.

Based on Skinner's personality theory, states that the relationship between stimulus and response occurs through interaction in the environment. A bad environment will produce bad

humans, and a good environment will produce good humans. Therefore, in the novel *The Call of The Wild*, data on operant behavior and classical conditioning are found which are bad personalities from characters with evil characters. and the personality of a good character from a character with good character.

However, the data contained in this novel shows that operant conditioning behavior shapes human behavior more than classical conditioning behavior because its behavior has more reflective responses.

Based on the basic assumptions of Skinner's personality theory, the most relevant assumption is behavior can be predicted because, in the novel *The Call of The Wild*, there are data quotes showing that human behavior can be predicted by the presence of humans behaving badly, kindly, assertively, violently and others because formation from the environment itself. Based on these assumptions, it can be said that human behavior is addressed as a response that will appear if there are certain stimuli in the environment which includes emotional, self-awareness, and cognitive, so in this case, human behavior in Skinner's personality theory is open behavior due to a response to a stimulus which is already in the form of action that can be observed by other people or from outside.

6. CONCLUSIONS

After analyzing how the behavior that occurred in each character that played a role in the novel *The Call of The Wild*, resulting in some data obtained, namely the type of behavior contained in the novel.

The first type of behavior was operant conditioning. The operant conditioning process was a personality that was not based on action and self-awareness in controlling behavior as a whole. As found in the novel, each character's personality was controlled by their own self-awareness due to internal conditions. The second type of behavior, namely classical conditioning, was a personality based on one's reflexes and there was positive reinforcement and negative reinforcement in the novel.

The impact of behavior that occurred on dogs, especially on Buck in the novel *The Call of the Wild*, and each character was different that influenced dog behavior and impacted them from the way humans treat them, both in a positive and negative way.

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