

**BEHAVIOURISTIC IN THE NOVEL *THE CALL OF
THE WILD* BY JACK LONDON**



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THESIS

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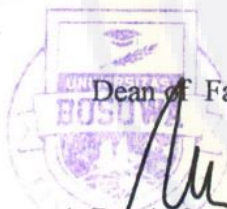
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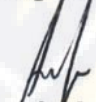
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STATEMENT OF ORIGINALITY

The writer certifies declare that the thesis entitled *Behaviouristics In The Novel The Call Of The Wild* and all of its contents are truly her own work. Content of this thesis is the product of own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

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ABSTRACT

Melfi Pordan. 4518051031. “Behaviouristic in *The Novel The Call of The Wild* by Jack London. (Supervised by Sudirman Maca and Andi Tenri Abeng)

This study aimed to discover the types of behavior of *The Call of The Wild* characters and also what impacts could affect human behavior towards animals in *The Call of The Wild Novel*.

In this research the writer applied descriptive qualitative method through the theory of B. F Skinner. Data were obtained by using the techniques of reading, noting and analyzing. Meanwhile, in classifying the data, the writer use the behavioral psychology theory of Skinner.

The results of the study showed that there were two types of behavioristic, 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 so that the impact was that the dog (Buck as a dog) experienced changes in behavior when with different owners and these changes occurred depending on the surrounding environment.

Keywords: Behaviouristics, Skinner's Psychology, Novel

ABSTRAK

Melfi Pordan. 4518051031. “Behaviouristic in The Novel *The Call of The Wild* by Jack London”. (Dibimbing oleh Sudirman Maca dan Andi Tenri Abeng)

Penelitian ini bertujuan untuk mengetahui jenis-jenis perilaku tokoh *The Call of The Wild* dan juga dampak apa saja yang bisa mempengaruhi perilaku manusia terhadap hewan yang terdapat dalam Novel *The Call of The Wild*.

Dalam penelitian ini penulis menerapkan metode kualitatif deskriptif melalui teori dari B. F Skinner. Data diperoleh dengan Teknik membaca, mencatat dan menganalisis. Sedangkan dalam mengklasifikasikan data, penulis menggunakan teori Psikologi behavior dari Skinner.

Hasil penelitian menunjukkan bahwa terdapat dua jenis behavioristik yaitu pengondisian operan dan pengondisian klasikal sehingga terbentuk proses penguatan positif dan negatif dalam novel *The Call of The Wild*. Selain itu, terdapat masing-masing karakter dengan kepribadian yang berbeda yang mempengaruhi perilaku anjing tersebut sehingga dampaknya adalah anjing tersebut (Buck sebagai anjing) mengalami perubahan perilaku ketika bersama pemilik yang berbeda dan perubahan tersebut terjadi tergantung pada lingkungan sekitarnya.

Kata Kunci: Behaviouristik, Psikologi Skinner, Novel

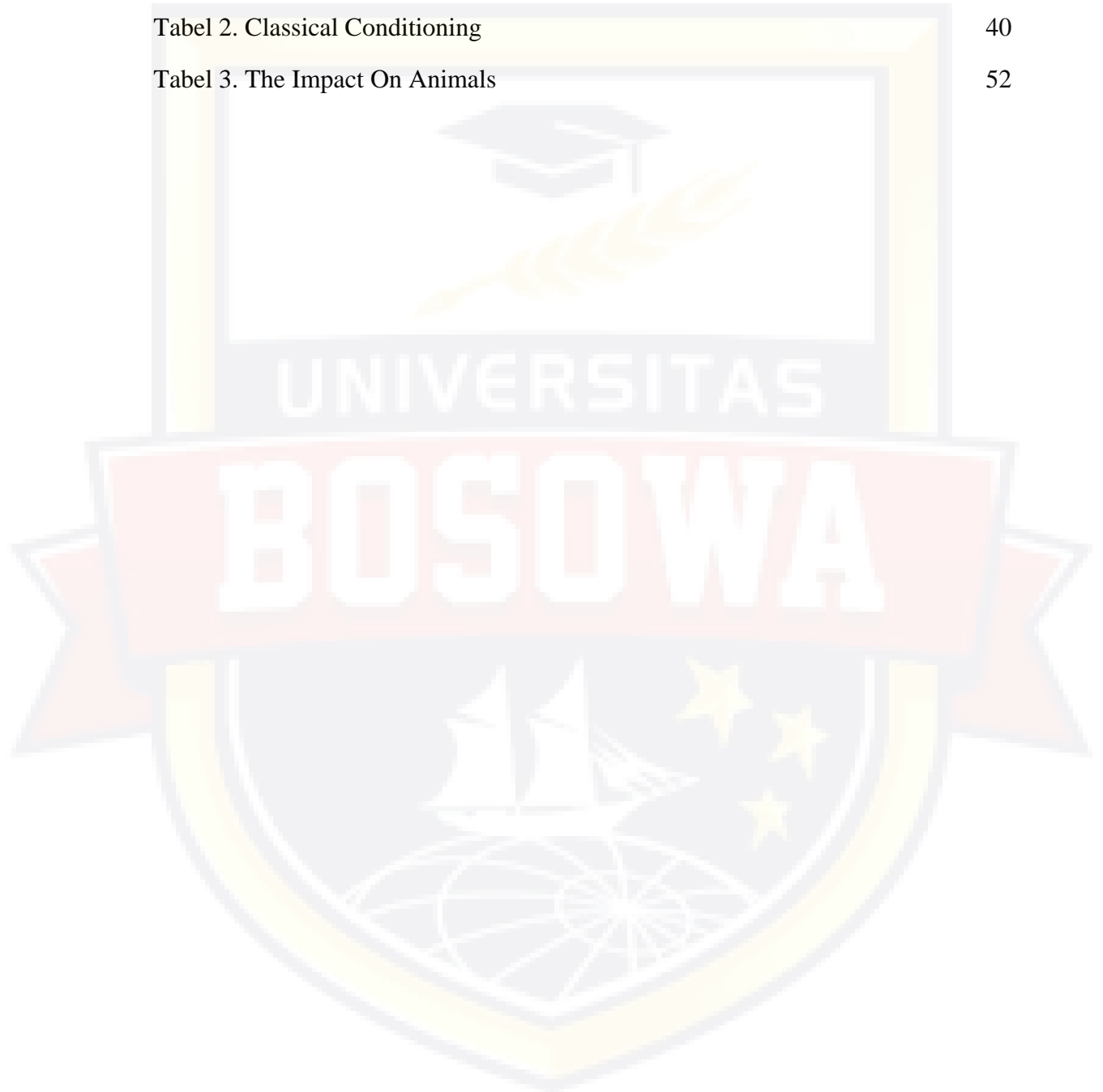
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CHAPTER I

INTRODUCTION

A. Background

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 (1978:9) 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: 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 (1984:9) 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: 260) states that the novel is a depiction of real life and behavior from the era when the novel was written. Novels are realistic, 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 (2014:260) 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 (1982:72) 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 (2003:114) 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 writer examines novels related to human behavior. The writer 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 writer 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.

B. Reason for Choosing Title

The reason the writer chose this title is because the writer is interested in studying the behavior of human towards animals in the novel because there have been no researchers who have studied behavior in this novel before. In this literary work there are problems in the form of oppression and violence by humans against animals that cause negative behavior. In society, there are some people who still oppress their pets. Therefore, the writer wants to introduce several types of behavior and behavioral impacts that appear in the novel *The Call of the Wild* by using Skinner's personality theory, therefore that the community can bring changes in the future and have a positive impact on animals.

C. Problem of the Research

Problems in life are so varied that they can cause serious conflicts in terms of cultural, educational, economic and social problems and can affect a person's mentality and behavior in his environment. In connection with the above problem, the writer found that there were several types of behavior contained in the novel and the writer wanted to discuss the reasons why the behavioral conflict occurred.

D. Scope of the Research

The problem limitation used by the writer in this study focuses on human behavior towards other animals. The writer examine how the human character is using Skinner's behavioral theory to find out the types of behavior contained in the novel.

E. Question of the Research

Based on the above background, the novel *The Call Of The Wild* can be seen from the following formulation:

1. What are the behavioristic types in the novel *The Call of the Wild*?
2. How is the behavioristic impact on animals in the novel *The Call Of The Wild*?

E. Objective of the Research

The writer formulated to research objective that used in this research they were:

1. To find out the types of behavior in the novel *The Call Of The Wild*.
2. To explain the impact of behavior to the characters in the novel *The Call Of The Wild*.

F. Significance of the Research

This research was conducted in order to be useful for readers and the benefits of this research are divided into two, namely theoretical and practical.

The two benefits are as follows:

1. Theoretically:

This research is expected contribute to develop the behaviors theory and this research can also be used as a reference for further research, especially on human behavior.

2. Practically:

This research is expected to help readers to be able to expand knowledge about literary works, especially in the field of literary psychology contained in novels as psychological activities and this research is also expected to help readers to apply the knowledge gained, and the results of this writing are expected to help all parties who need knowledge related to the problem under study.

This research is expected to provide knowledge to the public about the problems studied so that people are able to apply a good personality and add insight to the reader in literary works in novels. In addition, this research is expected to be useful for the community to solve a problem related to behavior by knowing how the types of behavior and the impact of any behavior occur in social life.

CHAPTER II

LITERATURE REVIEW

A. Previous Studies

In order for a study to have originality, it is necessary to have a literature review that serves to provide an explanation of previous research and analyzes that have been carried out.

The first research conducted by Harlina (2012) with the research title *Character's Behaviors in Hemingway's Short Stories "The Snows of Kilimanjaro" and "The Short Happy Life of Francis Macomber"*. This study was conducted to provide a detailed explanation of the behavior of the characters in Hemingway's two short stories. The behavior of the characters in the two novels is analyzed based on the main characters contained in them and the method used in this study is a qualitative method. The results of this study indicate that there are ten character behaviors in the short story *The Snows of Kilimanjoro*, including five good behaviors and four bad behaviors. In the short happy life of Francis Macomber, there are seven character behaviors, namely three good behavior and four bad behavior.

The second research conducted by Agustya (2014) with the research title *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. Elizabeth's behavior has positive or negative influences such as being difficult to match, humiliating herself, being judged badly by her mother, not getting her father's property, not being liked by others, self-destructing so that she cannot live where she came from.

The third research conducted by Romadhon (2015) with the title *Perilaku Tokoh Utama Novel Saksi Mata Karya Suparto Brata*. In this study, the main character's behavior in relation to other characters is discussed. In this study, Romadhon used Skinner's theory of Personality Psychology. The method used is a literary psychology approach that analyzes the description of the main character's behavior in responding to stimuli from other characters and what types of behavior are shown by the main character in responding to other characters' stimuli. The results of this study are Kuntara's behavior shows Operant Behavior and Respondent Behavior and in the eyewitness novel, stimulus is also found positive that can strengthen the character's behavior main, giving rise to variations in Kuntara behavior intensity and change Kuntara's behavior in eliciting Kuntara's reactions.

The fourth research conducted by Nurhidayah et.al (2016) with the title *Influence of Environment on Different Personalities of the Twins in Rainbow Rowell's Fangirl (2013): A Behaviorism Perspective*. The purpose of

this study is to find out the factors that can affect personality, to find out how Rainbow Rowell as the author describes the different characters and personalities of two conflicting twins in his novel, and to reveal the reason Rainbow Rowell added the case of twins in the novel *Fangirl*. based on the Behaviorism Perspective approach. 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 different personalities, namely based on their thoughts, attitudes, and actions based on their respective characters. Second, environmental factors that can affect the personality of the two characters.

The fifth research conducted by Hardiyanti (2016) with the research title *Kepribadian Tokoh Bu Suci Dan Waskito Dalam Novel Pertemuan Dua Hati 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 the 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 character.

The sixth research conducted by Nursihah (2017) with the title *Perilaku Tokoh Ssiri 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 Sriri's character in the novel based on the behavior that appears to her according to Skinner's theory. In this study, Tuti Nursihah uses descriptive qualitative analysis methods and uses Skinner's behavioral 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.

The seventh research conducted by Tinawati et.al (2019) with the research title *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 analyze behavior change based on the Behavioral Perspective and this research is a descriptive qualitative research. The data of this research is a novel entitled *A Walk to Remember*. The data source comes from primary data and secondary data. The method to analyze this data is descriptive method. Based on Behavioral Perspective. 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.

The eighth research conducted by Chintya (2020) with the title *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.

The ninth research conducted by Arimawati (2020) with the title *Psychopath Behavior in the Orphan Film by Jaume Collet Serra*. In his research, he discusses Psychopathic Behavior in the Orphan Film. Psychopaths are social predators who entice, manipulate, and destroy hope. This study aims to determine the behavior, types, and effects of psychopaths in everyday life. The data were clarified by using psychopathy theory. The author uses two theories to answer the formulation of the problem, the first is the theory of Stefan H. Verstoppen, the second is the theory of Robert Hare. This study used descriptive qualitative method. The results show that first 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 of psychopathic behavior; no guilt after killing and uncontrollable emotions.

The tenth research conducted by Rahmawati (2020) with the title *Margo's Misbehavior: A Behaviorist Study on John Grees'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 data used to analyze this research are; primary and secondary sources. For the second source, researchers will seek information related to research from various sources, such as; internet and books. 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. There are also reasons why this woman who lives in Orlando, Florida behaves differently from others, namely; adventure and mystery, paper city Orlando, mistreated parents, promiscuity, independence and, unmet needs.

The eleventh research conducted by Wahid (2020) with the title *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. Researchers found 119 stimuli that were found to come from the environment.

The twelfth research conducted by Rahmadiyah (2021) with the title *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.

Based on the research above, it can be concluded from all studies conducted by previous researchers that there are differences and similarities contained in this study. However, previous research has focused more on the behavior of the main characters and there are several theories used that are different from this research. Although previous researchers studied the same behavior as this study and the methods used were similar, some researchers used different research materials, namely, some researched using films other than novels. In addition, in this study there is a relevant difference, namely the researcher focuses more on the types of human behavior towards animals in the novel *The Call of the Wild*.

B. Psychology

Psychology is the science that studies human behavior. Psychology studies various factors related to human behavior. According to the *Indonesian National Encyclopedia* Volume 13 in Muslimah (2019: 69) Psychology is a science that consciously and unconsciously studies human and animal 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, 2014:15). Based on the understanding of psychology, it can be concluded that personality psychology includes subconscious and unconscious behavior in adapting to the environment. Although psychology focuses on human behavior, animal behavior is also studied in Psychology (Martini, 2014:16).

C. Psychology Literature Approach

According to Melati et al (2019:231) Literary psychology is the result of the author's psychology and is expressed in the form of works. According to Noviyanti and Dermawan (2018: 178) Literary psychology indirectly discusses psychology because the literary world cannot be separated from psychological values that may be contained in literary works. Literary psychology is a science that studies human behavior and human psychology in understanding a literary work (Sahara et al, 2021: 188).

From the discussion above, the researcher uses a literary psychology approach because this study discusses human behavior related to psychological elements and environmental factors that greatly affect literary

works. The study of literary psychology can assist research in studying literary works in order to explore previously unknown patterns so that the results can strengthen the truth that has artistic value that can add ideas and facts that are formed into a logical series making it easier for readers to understand the message conveyed related to literature work.

D. Behaviorism

According to Watson (1913:9) 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. Behavior plays an important role in social life and is very important in determining a person's personality in an environment to interact because behavior is a complex matter to be formulated because human behavior is not a consistent thing but always develops and is not only determined by the physical and physical body or conscience. but also determined by the human mind and spirit.

In Yustinus Semiun's book entitled *Behavioral Theories of Personality*, several different types of theories have emerged to explain the processes and reasons why people behave in certain ways. An understanding of personality will grow from a description of the development of the organism's behavior, from its interaction with the environment that occurs continuously (Skinner, in Semiun, 2018: 89). The concept of behavioral development description according to Skinner is operant conditioning which is a process of

strengthening operant behavior (positive or negative reinforcement) which can result in the behavior being repeated or disappearing as desired.

Human behavior as a variety of activities or actions taken is strongly influenced by internal factors, both directly and indirectly that can affect its existence. Some of Skinner's opinions about the role of the internal state are:

1. Self-awareness

Self-awareness is how a person understands and becomes himself, able to be aware of feelings or emotions and values in one self. According to Skinner in Semiun (2018:148) states that humans not only have consciousness, but he is also aware of his consciousness. He is not only aware of his surroundings, but he is also aware of himself as a part of his environment. Behavior is a function of the environment and the part that is in a person's skin. This part of the universe is the unique property of a person, and is thus private. We are all subjectively aware of our own thoughts, feelings, memories, and intentions. These private events are real, have physical properties, and are thus potentially subject to the same scientific analysis as other physical phenomena.

2. Drives

Pushes refer only to the appropriate probability that the organism will respond. The cause of a person's behavior, namely the form of impulses associated with specific behaviors. Thus, only impulses will have a legitimate role in the scientific study of human behavior.

3. Emotions

According to Skinner, in Semiun (2018: 149) acknowledged the existence of subjective emotions, but the researcher argued that behavior should not be associated with them. He describes emotions with survival possibilities and reinforcement possibilities. For thousands of years, individuals with strong tendencies to fear and anger were the ones who fled from or triumphed over danger, and thus passed these characteristics on to their offspring. At the individual level, behaviors that are followed by pleasure, excitement, and enjoyment, and other pleasurable emotions tend to be reinforced. Thus, the probability that this behavior will be repeated in the life of the individual will increase.

4. Goals and Intentions

According to Skinner in Semiun (2018:150), goals or intentions are physical stimuli that are felt in the organism, and not mental events that function for behavior. "The consequences of operant behavior are not for what the behavior is now, but rather the consequences are the same as the consequences that have shaped and sustained it.

E. Behavioristic Types

Behavioristic theories about the development of behavior are centered on environmental influences on the learning process (Semiun, 2018:11). There are two types of behavioral theory based on Skinner's opinion, namely:

1. Learning Through Classical Conditioning

In classical conditioning according to Skinner called respondent behavior, a response is expected to emerge from the organism through a specific stimulus that is already known. In respondent conditioning, a specific response is elicited by a known stimulus and that stimulus always precedes the response.

2. Learning Through Operant Conditioning

According to Skinner (1976), operant conditioning is a response that operates on the environment and changes it. Through operant conditioning, a relationship is established between behavior and the consequences for that behavior. The key to operant conditioning is the immediate reinforcement of the response. The organism first does something and is then reinforced by the environment. Conversely, reinforcement will increase the probability that the same behavior will occur again. This is called operant conditioning because organisms operate in their environment to produce a particular effect.

In operant conditioning and respondent conditioning, there are 2 (two) concepts of reinforcement, namely:

1. Positive Reinforcement

Positive reinforcement is a stimulus that is given to increase the likelihood of a good behavior, followed by a supportive stimulus, which increases the response (Schmajuk, 2008: 93).

2. Negative Reinforcement

Negative reinforcement is a stimulus that encourages a person to avoid certain responses whose consequences or effects are unsatisfactory (Puspita, 2013: 20).

F. Skinner's Personality Theory

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. According to Skinner, the relationship between stimulus and response that occurs through interaction in the environment. A bad environment will produce bad people, a good environment will produce good people (Pratiwi 2010: 40).

In behaviorism theory refers to three basic assumptions as follows:

1. (Behavior is lawful) Science is an attempt to find order by showing that certain events are regularly associated with other events. (Karya 2019: 45).
2. (Behavior can be predicted) Science not only explains, but also predicts. Not only about past events, but also about the future. An effective theory is one that allows predictions about future behavior and tests those predictions.
3. (Behavior can be controlled) Science can find anticipation and determine or shape (more or less) a person's behavior.

Based on the explanation of the basic assumptions in the theory of

behaviorism, there is also behavior which is a person's response or reaction to a stimulus (stimulus from outside). Thus human behavior occurs through the process: Stimulus-Organism-Response, so Skinner's theory is called the "S-O-R" theory. Based on the "S-O-R" theory, human behavior can be grouped into two, namely:

- a. Closed behavior occurs when no one else can clearly observe the response to a stimulus (from outside). A person's response is still limited in terms of attention, emotions, perceptions, knowledge, and attitudes to related stimuli. The hidden forms of behavior that can be measured are knowledge and attitudes (Fikri, 2019: 13).
- b. Overt behavior occurs when a response to a stimulus already exists in the form of an externally observable behavior or practice. The clear form of action includes the actual form of action or practice.

CHAPTER III

METHODOLOGY

A. Types of Research

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

To examine the types of behavior, the writer 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, 2005:27).

B. Sources of Data

The data sources the novel *The Call of the Wild*. The data source in this study is the novel *The Call of the Wild* by Jack London, published by Kompas Gramedia Book, 2019 which consists of 144 pages. Other sources come from books, journals and articles related to this research as supporting data.

C. Method of Collecting Data

In collecting data, researchers use:

1. Using the literature study method to find effective reference sources. The reference source in question is a novel entitled *The Call of the Wild*.
2. Read the novel *The Call of the Wild* thoroughly and logging the data after reading the novel thoroughly
3. Collecting data in the form of words, sentences and discourses related to the behavior of the characters in the novel.

D. Method of Analyzing Data

The data analysis method used in this study is a qualitative descriptive method that refers to Skinner's behavioral theory. The writer uses a qualitative descriptive method because the data studied in this study are in the form of words contained in the novel *The Call of the Wild* which are related to human behavior. Therefore, the writer analyzed the data by identifying the response and stimulus data that formed the character's behavior related to Skinner's behavioral theory, identifying the types and impacts of behavioristic and then concluding the results based on the overall data analysis.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the study of behavior contained in the novel *The Call of the Wild* and its impact on animal development.

A. Finding

1. The Behaviouristic Types in The Novel *The Call of The Wild*

Below was 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.

a. Operant Conditioning

Table 1. List data of Behavioristic in Operant Conditioning

No	Personality	Operant Conditioning
1	Manuel	Data 1: This man talked with Manuel, and money chinked between them (Jack London, 2019:11)
2		Data 2: "Twist it, an" you"ll choke"m plentee". (Jack London, 2019:11)
3	The man	Data 3: "All I get is fifty for it," he grumbled; "an" I wouldn"t do it over for a thousand, cold cash." (Jack London,2019: 12)
4		Data 4: 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: 13)
5		Data 5: The Man smiled grimly, and brought a hatchet and a club. (Jack London, 2019: 15)

6	The Man in the red sweater	Data 6: Then the man advanced and deliberately dealt him a frightful blow on the nose. (Jack London,2019: 17)
7		Data 7: You've learned your place, and I know mine. Be a good dog and all „ll go well and the goose hang high. Be a bad dog, and I'll whale the stuffin' outa you. Understand?" (Jack London,2019: 18)
8	Francois	Data 8: As Buck sprang to punish him, the lash of Francois's whip sang through the air, reaching the culprit first; and nothing remained to Buck but to recover the bone. That was fair of Francois, he decided, and the half-breed began his rise in Buck's estimation. (Jack London,2019: 21)
9		Data 9: "T'ree vair' good dogs," Francois told Perrault. "Dat Buck, heem pool lak hell. I tich heem queek as anyt'ing." (Jack London, 2019:26)
10		Data 10: As Francois's whip backed him up, Buck found it to be cheaper to mend his ways than to retaliate. (Jack London, 2019:31)
11		Data 11: But Francois, chuckling at the incident while unswerving in the administration of justice, brought his lash down upon Buck with all his might. (Jack London, 2019:48)
12		Data 12: Francois was angry. "Now, by Gar, I feex you!" he cried, coming back with a heavy club in his hand. (Jack London,2019:59)
13	Perrault	Data 13: But Perrault, to make up lost time, pushed them late and early. (Jack London,2019:44)
14		Data 14: Also, the dog-driver rubbed Buck's feet for half an hour each night after supper (Jack London, 2019:44)

15		Data 15: “T“row down de club,” Perrault commanded (Jack London, 2019:61)
16		Data 16: “Hey, you Buck, wake up!” (Jack London, 2019:67)
17	The Scotch half- breed	Data 17: The half-breed tried to drive him away with the whip; but he paid no heed to the stinging lash, and the man had not the heart to strike harder. (Jack London, 2019:69)
18		Data 18: “The lazy brutes, I“ll show them.” He cried, preparing to lash out at them with the whip. (Jack London,2019:76)
19		Data 19: “precious lot you know about dogs,” her brother sneered; “and I wish you’d leave me alone. They’re lazy, I tell you, and you’ve got to whip them to get anything out of them. (Jack London, 2019: 77)
20		Data 20: “Whoa! Whoa! (Jack London, 2019:79)
21	Hal	Data 21: Hal had traded off his revolver, so he took the axe and knocked Billee on the head as he lay in the traces, then cut the carcass out of the harness and dragged it to one side. (Jack London, 2019:88)
22		Data 22: “Get up there, Buck! Hi! Get up there! Mush on!” (Jack London, 2019: 91)
23		Data 23: The whip flashed out, here and there, on its merciless errands. (Jack London, 2019:91)
24		Data 24: “Never mind that man,” she said pointedly. “You“re driving our dogs, and you do what you think best with them.” (Jack London, 2019: 77)

25	Mercedes	Data 25: “You poor, poor dears,” she cried sympathetically, “why don’t you pull hard? Then you wouldn’t be whipped.” (Jack London,2019:78)
26		Data 26: She clasped hands about knees,rocking back and forth broken-heartedly. She averred she would not go an inch, not for a dozen Charlees. (Jack London, 2019:79)
27	John Thornton	Data 27: “The bottom’s likely to drop out at any moment. Only fools,with the blind luck of fools,could have made it. I tell you straight, I wouldn’t risk my carcass on that ice for all the gold in Alaska.” (Jack London, 2019:90)
28		Data 28: John thornton sprang upon the man who wielded the club.(Jack London, 2019:92)
29		Data 29: “if you strike that dog again, I’ll kill you,” he at last managed to say in a choking voice. (Jack London, 2019:92)
30		Data 30: He rapped his knuckles again as he tried to pick it up. Then he stooped, picked it up himself, and with two strokes cut Buck’s traces. (Jack London,2019:93)
31		Data 31: He saw to the welfare of his as if they were his own children, because he could not help it. (Jack London, 2019: 97)
32		Data 32: “Go, Buck! Go!” (Jack London,2019:105)
33		Data 33: “ As you love me, Buck. As you love me,” (Jack London, 2019: 112)
34		Data 34: “Now, Buck,” he said. (Jack London,2019: 112)

35		<p>Data 35: John Thornton asked little of man or nature. He was unafraid of the wild. (Jack London, 2019:117)</p>
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Based on the table above, 35 data indicated the type of operant conditioning behavior contained in the novel. The following was an analysis of the data:

1. Manuel's Personality

Manuel's personality was cunning and treacherous.

Data 1:

Based on the data in the table above, showed that Manuel's personality as operant behavior could be seen from his environment, where he was a gardener who likes to play gamble and for money, he could sell a dog named Buck belonging to a judge where he worked and kidnaped him secretly. Manuel's behavior as a stimulus and response could be seen from the sentence "*money chinked between them*" which showed that Manuel has sold Buck to the man because the money had changed hands.

Data 2:

Manuel's personality was 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 was 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 showed that Manuel's personality was 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 was a despicable person because he did not think that Buck was not happy when he was tied with a rope around his neck and made it hard for him to breathe.

2. The Man's Personality

This man's personality is dissatisfied and rude

Data 3:

Based on the data above, the sentence "*I wouldn't do it over for a thousand, cold cash*", which was a man's personality, was triggered by an internal condition as an encouragement from male control which confirmed that he was not willing to do it again for even a thousand dollars in cash, which meant the man was greedy because he desperately defended his offer, and he felt it was a loss to buy the dog because Manuel did not want to be paid a penny less, and made the man even more annoyed when Buck had bitten the man's hand.

Data 4:

The man personality was operant behavior which was 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 was a bad habit in a related incident.

Based on the data above, it showed that the man's personality as operant conditioning was 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.

3. The Man in the red sweater

The personality of the man in the red sweater was arrogant and evil.

Data 5:

Based on the data above, the operant behavior found in the man in the red sweater was haughty because when he first met Buck, he gave a cynical smile that was offensive due to the stimulus from Buck who jumped towards the test but could not reach the man in the sweater making the man smiled as if he was belittling Buck and he was the next man to torture Buck with an ax and a club.

Data 6:

The personality of the man in the red sweater as operant behavior was 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 was a bad habit in a related incident.

Data 7:

The personality of the man in the sweater acted as operant conditioning which was the response stimulus by changing his voice to be friendlier but the sentences were a little threatening and sarcastic when talking to Buck which was contained in the sentence "*Be a bad dog, and I'll whale the stuffin' outa you*". As a result, Buck attacked the man.

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

4. Francois's personality

Francois' personality was that of a man who is fair and firm

Data 8:

Based on the data in the table above, it showed that Francois' personality was operant behavior because in the sentence *"the lash of Francois's whip sang through the air"* it had been shown that Francois was fair when Buck's food was stolen by another dog but Francois first responded by hitting the dog first.

Data 9:

Francois' personality as operant behavior appeared when he said the sentence *"T'ree vair' good dogs"*, where the sentence in the form of praise was a stimulus that developed because of Buck's response, that was, he quickly learnt to obey Francois. Because Francois demanded that Buck immediately obey him using his whip.

Data 10:

Francois' personality influenced Buck in response to a stimulus from Francois because in this data it was found that Buck learnt to correct his mistakes instead of striking back when Francois whipped him. Francois whipped him because Buck did not listen to orders from Francois

Data 11:

Based on the data 11, Francois tried to control the situation so that Buck would not fight with Spitz and whipped Buck to stop fighting. Francois' personality appeared as operant behavior because he had to uphold justice by trying to separate the dogs.

Data 12:

Francois' personality emerged as a result of operant behavior as a response to Francois' personality anger toward Buck because he was disobedient and he wanted to replace Spitz as a leader, but Francois chose Sol-leks as a leader, but Buck did not want to.

Based on the conclusion of the data above, Francois' personality as operant conditioning shows that he was a fair person even though he had whipped Buck but he did it so that Buck could obey him and Francois' personality also showed that he was a firm person because if he found out that dog's food, he would act fairly by whipping the dog that stole the food, so that all dog got the same ration.

5. Perrault's Personality

Perrault's personality was that of a kind and firm man

Data 13:

Based on data 13, it showed that Perrault's personality was triggered by internal conditions as an encouragement from Perrault's controlled which forced the dogs to continue traveling even though they were already exhausted because their condition at that time had to climb a hill due to broken ice sheets. Perrault's personality forced the dogs to keep sliding because the ice sheet had started to break up, and to not waste time, they had to travel quite a distance.

Data 14:

Perrault's personality was operant because after he ordered and forced the dogs to travel late into the night, thus making Buck's feet soft, and to make Buck feel better again, Perrault massaged Buck's legs so that they returned to normal. Perrault's behavior was now a positive reinforcement because he did things he thinks are good.

Data 15:

Perrault's personality was operant conditioning in response to Perrault's personality affirmation of Francois to remove the bat from Buck, who would replace Sok-leks as a leader. It was Perrault's personality that defines Francois in this data as reinforcing positive behavior because he knew that Buck was afraid of the bat.

Based on the data above, Perrault's personality could be concluded that he was a good person because he still cares for the dogs including Buck, even though the dogs were tired Perrault still has the conscience to massage Buck who was starting to get tired, and Perrault was a which firm because when he forced the dogs to keep on the long journey, he did not want to waste the time.

6. The Scotch half-breed personality

The Scotch half-breed personality was a firm one

Data 16:

Based on data 16, the personality of the Scotch Half-breed appeared due to operant conditioning as a response to his personality which woke up Buck because they would work hard to continue their journey and drain their energy. The personality of this Scotch Half-breed was a strict person because he ordered to dogs to keep going, even though the dogs had not rested for too long.

Data 17:

The personality of the Scotch Half-breed as operant conditioning was a response from his personality in the form of a positive reinforcement from himself because in this data with the sentence "*the man had not the heart to strike harder*", as a conscious behavior because he did not have the heart to whip the dog. After all, Dave was a dog who did not want to give up his position and was replaced by another dog to do his job.

Based on the data above, the personality of the Scotch Half-breed was firm person because he still orders the dogs to travel without taking a long rest, and this mulatto man had sympathy for Dave, because Dave looked very weak, therefore the Half-Blood man intends to rest Dave. but Dave refused and bit another dog, therefore the Half-Blood man whipped Dave even though the mixed-race man did not have the heart to whip him.

7. Hal's Personality

Personality Hal were selfish, stubborn, and evil

Data 18:

Based on data 18, Hal's personality as operant conditioning was his angry response to the dogs which was contained in the sentence "*the lazy brutes, I'll show them*" because they were unable to move the sled. Hal's behavior was a negative reinforcer because Hal's personality was triggered by an internal condition when the dogs could not pull the sled. After all, they were too weak.

Data 19:

Hal's personality was due to operant conditioning as a response stimulus from his personality which irritates Hal in the sentence "*precious lot you know about dogs,*" because Mercedes, who was crying, begs Hal not to whip the dogs so Hal did not want to listen to Mercedes' request.

Data 20:

Based on the data above, the sentence "*Whoa! Whoa!*", suggested that Hal's personality was triggered by an internal state where Hal's behavior was stubborn as he had no experience training all dogs, but he

forced them to pull excessive weights so they got angry with Hal's bad treatment and did not willing to listen to Hal's orders when he told them to stop.

Data 21:

Hal's personality as operant conditioning was the impetus for Hal's behavior, which deliberately hit the dogs, and kills Billee the friendly dog because he could no longer walk.

Data 22:

Based on the data above, Hal's personality was triggered by internal conditions in response to John. Hal's behavior was stubborn because John has warned Hal not to continue the journey to Dawson. After all, the ice sheet had started to melt but he forced Buck to leave which was contained in the line "*Get up there! Mush on!*". Hal did not want to listen to John's advice

Data 23:

The data above showed Hal's personality as a response stimulus from his anger towards the dogs who would not stand up, and Hal's behavior was a bad person because he was driven by his emotions when he whipped Buck many times, but Buck did not try to get up again and did not listen to Hal's commands.

Based on the conclusion of the data above, Hal's personality was a stubborn person because he did not want to listen to anyone's advice and his personality was also bad person because he had no compassion for dogs, even though the dog was very tired.

8. Mercedes' Personality

Mercedes' personality were that of an irritable, fickle woman and caring.

Data 24:

Based on the data in the table above, showed that Mercedes' personality was triggered by internal conditions. In the sentence "*never mind that man,*" she said pointedly" which was her response by defending Hal because he was more concerned with his family. Mercedes sides with Hal because Hal did not want to listen to her pleas.

Data 25:

Mercedes' personality was operant conditioning with an internal condition driven by sympathy because Hal started to whip the dogs back ferociously and Mercedes did not beg Hal anymore because she had defended him, therefore she cried and knelt begging the dog to pull the cart glide even stronger.

Data 26:

Mercedes' personality was due to operant conditioning as a response to her personality, where Mercedes was crying because her things were removed from the sled. Mercedes' personality emerged because of encouragement from another personality who threw her clothes on the ground and that made Mercedes angry with the sentence "*she averred she would not go an inch*" she replied to Hal's actions by throwing Hal and Charles' clothes to the ground, because Mercedes also did not want to budge.

Based on the data above, Mercedes personality was someone who had a broken heart because she cried easily because she feels sorry for the dogs who were always beaten and whipped by Hal if the dogs did not obey her, but Mercedes' personality was also a woman who did not like her. stood his ground because after he begged Hal not to spank the dogs, he suddenly stood up for Hal.

9. John Thornton's personality

John's personality were that of a firm, courageous, and compassionate person.

Data 27:

Based on the data in the table above, John's personality with the sentence *"the bottom's likely to drop out at any moment. Only fools, with the blind luck of fools, could have made it"*, already showed John's response as operant conditioning by an internal condition that had reminded Hal and mentioned it emphatically. Jhon's firmer personality could be proven by the sentence "I tell you straight, I would not risk my carcass on that ice for all the gold in Alaska". Where John's behavior is firm because he did not want to take risked and thought more about his safety.

Data 28:

Based on the data 28, John's behavior was triggered by an internal condition as his encouragement to stop Hal's evil actions to Buck, because of that John dared to attack Hal, who had hit Buck many times using a

whip and club, this condition moved John to help Buck because Hal had been torturing him too much. Buck.

Data 29:

John's personality as operant conditioning was 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 was a positive reinforcer from within him.

Data 30:

John's personality as operant conditioning was John's responded to Hal, which made him angry and self-control wanted to emphasize that Hal must accepted the consequences he had done because he had been warned but was still defiant and still tried to pick up a knife, therefore John hit Hal's knuckles with the butt. axe, so that the knife fell.

Data 31:

John's personality was a stimulus-response with encouragement from himself who always pays attention to his dogs. John had saved Buck's life and always encourages his dogs.

Data 32:

Based on data 32, John's personality as operant behavior was a response stimulus to John who ordered Buck to let go of John because Buck had jumped in to save John who was being carried away by the river

current. John's personality on this data with the sentence "*Go, Buck! Go!*" as operant conditioning behavior due to Jhon's response because he was afraid that Buck would also be carried away by a very fast current and would not be able to survive, but Buck was also afraid that if Jhon was further carried away by the current, so Buck was still trying to find a way to save Jhon.

Data 33:

Based on this data, John's personality was an encouragement from within him to encourage Buck with the data in this sentence "*As you love me, Buck*" because John was in control to ensure that Buck could do his best. John just hoped that a miracle would happen when Buck could pull a five hundred kilo weight, because, at that time, John just wanted to defend Buck as if Buck could lift the weight even though John did not know if Buck could do it, but because of Jhon's boasting it made him he was challenged by Matthewson.

Data 34:

Based on this data 34, John's personality as operant conditioning with encouragement from Buck made John feel confident that Buck could pull the load of the sled because before John ordered Buck to pull, Buck had answered John's response with the language of animal love to his master. Therefore, in this data, there was the sentence "*Now, Buck,*" which shows that Jhon was sure that Buck can do it, so John ordered Buck to start it because Jhon's belief was triggered by Buck's answer by biting

John's glove with his muzzle, pressing with his teeth then releasing John slowly.

Data 35:

John's personality as operant conditioning was John's encouragement of control as an independent person and trained himself not to depend on people, as a result, he was used to doing things that were considered good.

Based on the data above, John's personality was a caring and very loving person. His personality could be seen from the way he treated Buck well and took good care of him. In addition, John is also a brave man, because he could not 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 was a good person.

Based on the conclusion of the data discussion above, there were 35 data on operant conditioning behavior played by each different character, where some characters in the novel behave badly by whipping the dogs, and forcing them to pull the sled when they were very tired and the data in operant behavior, there were characters who behaved badly because of situations and conditions that hinder them. Operant conditioning behavior occurred because of repetition, where this novel showed that dogs are sold repeatedly to different owners.

b. Classical Conditioning

Table 2. List data of Behavioristic in Classical Conditioning

No	Personality	Classical Conditioning
36	Four men	Data 36: They only laughed and poked sticks at him, which he promptly assailed with his teeth till he realized that was what they wanted. (Jack London, 2019;14)
37		Data 37: They growled and barked like detestable dogs, mewed, and flapped their arms and crowed. (Jack London, 2019:14)
38	The Man in the red sweater	Data 38: ‘Now, you red-eyed devil.’ He said (Jack London, 2019:16)
39		Data 39: “Three hundred, and a present at that,” was the prompt reply of the man in the red sweater. “And seem’ it’s government money, you ain’t got no kick coming, eh Perrault?’ (Jack London,2019:20)
40		Data 40: A shout from Francois hailed his appearance. “Wot I say?” the dog-driver cried to Perrault. ‘Dat Buck for sure learn queek as anyt’ing’. (Jack London, 2019: 30)
41	Francois	Data 41: “A-a-ah!” he cried to Buck. “Gif it to heem, by Gar! Gif it to heem, the dirty t’eef!” (Jack London, 2019: 39)
42		Data 42: Perrault and Francois, having cleaned out their part of the camp, hurried to save their sled-dogs. (Jack London, 2019:40)
43		Data 43: “Ah, my frien’s,” he said softly, “mebbe it mek you mad dog, dose many bites. Mebbe all mad dog, sacredam! Wot you t’ink, eh, Perrault? (Jack London, 2019:42)

44		Data 44: while Francois prayed for just that miracle; and with every thong and sled lashing and the last bit of harness rove into a long rope, the dogs were hoisted, one by one, to the cliff crest. (Jack London, 2019:44)
45		Data 45: Francois swore strang barbarous oaths, and stamped the snow in futile rage, and tore his hair. (Jack London, 2019:52)
46		Data 46: “Eh? Wot I say? I spik true w“en I say dat Buck two devils.” (Jack London, 2019:58)
47		Data 47: Francois called Buck to him, threw his arms around him, wept over him. (Jack London, 2019:63)
48	Perrault	Data 48: An oath from Perrault, the resounding impact of a club upon a bony frame, and a shrill yelp of pain, heralded the breaking forth of pandemonium. (Jack London, 2019: 39)
49		Data 49: “One devil, dat Spitz,” remarked Perrault. “Some dam day heem keel dat Buck.” (Jack London, 2019: 46)
50		Data 50: Perrault took a hand. Between them they ran him about for the better part of an hour. They threw clubs at him. (Jack London, 2019:60)
51	The Scotch half-breed	Data 51: The Scotch half-breed called a halt and took him out of the team, making the next dog, Sol-leks, fast to the sled. (Jack London, 2019: 68)
52		Data 52: “Undreamed of!” cried Mercedes, throwing up her hands in dainty dismay. “However in the world could I manage without a tent?” (Jack London, 2019:75)

53		Data 53: 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, 2019:76)
54		Data 54: Mercedes ceased weeping over the dogs, being too occupied with weeping over herself and with quarrelling with her husband and brother. (Jack London, 2019:84)
55		Data 55: With the dogs falling, Mercedes weeping and riding,....(Jack London, 2019:90)
56	Charles	Data 56: “why shouldn’t it?” Charles demanded rather shortly. (Jack London, 2019:76)
57	Hal	Data 57: His wrenched shoulder-blade, untreated and unrested, went from bad to worse, till finally Hal shot him with the big Colt’s revolver. (Jack London, 2019:83)
58		Data 58: “It’s my dog,” Hal replied, wiping the blood from his mouth as he came back. “ Get out of my way, or I’ll fix you. (Jack London, 2019: 93)
59		Data 59: Several times Thornton started, as though to speak, but changed his mind. A moisture came into his eyes, and, as the whipping continued, he arose and walked irresolutely up and down. (Jack London, 2019:91)
60		Data 60: As Buck watched them, Thornton knelt beside him and with rough, kindly hands searched for broken bones. (Jack London, 2019:93)
61		Data 61: Jhon Thornton would reverently exclaim, “God! You can all but speak!” (Jack London, 2019: 97)

62	Jhon Thornton	Data 62: Thornton shook his head. “No, it is splendid, and it is terrible, too. Do you know, it sometimes makes me afraid.” (Jack London, 2019:102)
63		Data 63: “That settles it,” he announced. “We camp right here.” And camp they did, till Buck’s ribs knitted and he was able to travel. (Jack London, 2019:107)
64		Data 64: “Pooh! Pooh!” said Jhon Thornton; “ Buck can start a thousand pounds.” (Jack London, 2019:108)
65		Data 65: But Thornton fell on his knees beside Buck. Head was against head, and he was shaking him back and forth. (Jack London, 2019:114)
66		Data 66: “Never was there such a dog,” (Jack London, 2019:128)

Based the table above, 31 data were obtained from the type of classical conditioning behavior. The data below showed an analysis of the data from the table above:

1. Four Men’s personality

The Four men were a bad group of people

Data 36:

Based on the data in the table above, the personalities of the four men were in response to classical conditioning because when they met Buck, Buck went berserk and was very angry, and their only responded was to laugh and poke sticks at Buck as contained in the sentence *“they only laughed and poked sticks at him”* which was their response subconsciously made Buck feel hurt.

Data 37:

Based the data 37, The four men's personalities as classical conditioning emerged as a result of the behavior of the four men reflexively mocking and laughing at Buck so that Buck's responded made his anger peak.

2. The Man in the red sweater

The personality of the man in the red sweater was proud and assertive.

Data 38:

The personality of the man in the red sweater as classical conditioning arose due to the man's behavior of reflexively saying to Buck with the sentence contained in the data "*Now, you red-eyed devil*", the sentence was unconsciously said by the man because he saw Buck waiting as if he wanted to attack so Buck prepared himself to attack the man.

Data 39:

Based on data 39, the sentence "*three hundred, and a present at that*", was the response of the man in the red sweater to the person who wanted to buy Buck as classical conditioning because the man in the red sweater reflexively told the person the price very quickly because he knew that the man it uses government money.

3. Francois's personality

Francois' personality was that of a man who is fair and firm

Data 40:

Based on the data above, Francois' personality as the respondent's behavior shown by him was Francois' admiration for Buck, who reflexively praised him because Buck learned how to pull the sled so quickly.

Data 41:

Based on data 41, there was the sentence "*Gif it to heem*" was a respondent's behavior shown by Francois who reflexively defends Buck, because so far Francois had seen Buck always avoid his enemies, but this time he saw Buck attack Spitz.

Data 42:

In this data, Francois and Perrault showed a respondent's behavior and it was found in the sentence "*hurried to save their sled-dogs*" which was a feeling of panic caused by huskies (wild dogs) attacking their dogs.

Data 43:

Francois' personality as classical conditioning arose as a result of Francois panicking so he reflexively said to his dogs "*mebbe it mek you mad dog, dose many bites. Mebbe all mad dog, sacredam*", The stimulus contained in this data was the condition of the dogs because they were injured, and Francois' response made him felt panic and worry.

Data 44:

Based on data 44, there was a respondent's behavior shown by Francois, namely feeling afraid because he prayed that a miracle would happen to him when climbing a mountain like Perrault managed to climb a hill. They climbed the hill as the ice circle began to break up.

Data 45:

Francois' personality as classical conditioning arose because he felt irritated and subconsciously curses Buck and Spitz for fighting. Classical conditioning in this data was contained in the sentence "*Francois swore strange barbarous oaths, and stamped the snow in futile rage, and tore his hair*" because Francois had separated them by using a whip but they still fought.

Data 46:

Based on the data above, there was a respondent's behavior shown by Francois. Francois' proud feeling towards Buck reflexively compliments him contained in the sentence "*I spik true w'en I say dat Buck two devils*" because Buck had beaten Spitz from a big fight and managed to kill him. This made Francois amazed and proud because he had told Perrault that one day Buck could beat Spitz.

Data 47:

Francois' personality was classical conditioning due to him feeling sad, and suddenly crying and embracing Buck because that was the last time they met and other people who took care of the dogs.

4. Perrault's Personality

Perrault's personality was a fair one

Data 48:

Based on data 48 above, Perrault's personality as a Classical conditioning due to the response to the sentence "*the resounding impact of a club upon a bony frame*", was feeling irritated and uncomfortable so he reflexively hit Buck and Spitz.

Data 49:

Perrault's personality due to the response to the sentence "*some dam day heem keel dat Buck*" was classical conditioning because Perrault said that sentence by reflex. Spitz always annoys Buck but Buck just stays quiet because he was lazy to argue, and Perrault felt that Buck could one day beat Spitz.

Data 50:

Perrault's personality in this data was contained in the sentence "*they threw clubs at him*" which was Perrault's feeling of annoyance and emotion so that he reflexively cursed Buck because Buck did not want to be told to step aside even though Perrault had already thrown the bat at Buck.

5. The Scotch Half-breed Personality

The personality of the mulatto man was a firm one

Data 51:

Based on the data in the table above, a stimulus that Dave gave to the Blasteran man was classical conditioning because the mulatto

man felt sorry for Dave who was so weak to continue his journey, so The Half- breed Man's told them to stop, and intended to rest Dave.

6. Mercedes' Personality

Mercedes' personality was that of an irritable and fickle woman and caring.

Data 52:

Based on the data above, a stimulus that was given by the man (one of the men from the camp who came to have a look) to Mercedes was classical conditioning because the man reprimanded Mercedes for carrying too many things, then Mercedes' response made her felt irritated at the man who interfered.

Data 53:

Based on data 53, a stimulus that appeared 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.

Data 54:

Mercedes' personality as Classical conditioning due to the response to the sentence "*being too occupied with weeping over herself and with quarreling with her husband and brother*", is Mercedes' feeling of annoyance lamenting her fate. She was quick to feel angry due to the misery that befell him.

Data 55:

Mercedes' personality as Classical conditioning in the sentence "*Mercedes weeping and riding*" is due to Mercedes' response, who felt sad so she did not stop crying because she was too tired on the trip and the fate of the dogs was also getting worse due to being too tired and without rest.

7. Charles's Personality

Personality Charles was a stubborn man

Data 56:

Charles's personality as a classical conditioning in the sentence "*why shouldn't it?*" as a result of Charles' response to one of the men as a stimulus (one of the men from camp who came to look around) because when the man gave his opinion, Charles felt he had done the right thing and insisted on his answer.

8. Hal's Personality

Personality Hal was selfish, stubborn, and evil

Data 57:

Based on this data, Hal's personality was classical conditioning in the data "*till finally, Hal shot him with the big Colt's revolver*" is a response sentence from Hal who shot Dub (a dog that always steals his friend's food), because Dub's condition was getting worse because the dogs were not given food by Hal so they all starve.

Data 58:

Based on data 58, there was a respondent's behavior shown by Hal. He felt angry at John because John attacked him. Stimulus from John who defended Buck when Buck was hit, so Hal's response to the sentence "*get out of my way, or I'll fix you*", made him feel angry.

9. John Thornton Personality

John's personality was that of a firm, courageous, and compassionate person

Data 59:

Based on the data in the table above, there was a respondent's behavior shown by Jhon Thornton, namely feelings of sadness and pity for Buck because Hal did not stop whipping Buck and forcing him to get up to continue his journey. Jhon's eyes reflexively began to tear up because of his mixed feelings at that time seeing Buck's condition.

Data 60:

Jhon's personality reappeared as classical conditioning because he felt sad seeing Buck who couldn't get up again. The stimulus from Buck, who showed he was very weak, made John feel very sorry for him, then John held Buck and looked for his broken bones and there were many wounds on Buck's body.

Data 61:

John's personality as classical conditioning arose from John's behavior of reflexively saying to Buck the phrase "*you can all but*

speak" which was a happy feeling to see Buck very close to John, and Buck's affection for John was seen from Buck's behavior which was very spoiled to him.

Data 62:

Based on data 62 above, a stimulus that Buck gave to Jhon was classical conditioning because Buck was very obedient to John, and in response, Jhon felt very impressed with Buck because Buck was very fast in taking action like when he helped Jhon when he was attacked by an evil man.

Data 63:

Jhon's personality as a response to Buck was when Buck helped Jhon who was carried by the current and tried to save him thus breaking three of Buck's ribs that made Jhon feel worried for Buck, so he told his friends to camp near the river where Jhon was carried away by the current. Buck recovered.

Data 64:

Jhon's personality in this data was found in the sentence "*pooh! pooh!*" as John's responded to men who boast about their dogs. Classical conditioning showed that John reflexively praised and defended his dog, saying that Buck could also pull 500 kilos even though John did not know if Buck could pull that heavy.

Data 65:

Based on data 65 above, there was a respondent's behavior shown by Jhon. John's admiration and pride for Buck because Buck managed to pull the load, even though at that time John was not sure if Buck could pull the load.

Data 66:

Jhon's personality as a classical conditioning was his response to Buck because he was in awe of him. Buck was very smart and ran faster than wolves.

Based on the conclusion above, there were 31 data of Classical Conditioning which was a behavior that emerges automatically and was a behavior that did not need to be learned because it would be mastered by the human automatically or suddenly.

2. The Impact on Animals**Table 3. The Impact of Behaviouristic in Novel**

No	Character	The Impact on Animals
1	The Man	Data 67: 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, 2019:11)
2	Four man	Data 68: When he flung himself against the bars, quivering and frothing, they laughed at him and taunted him. (Jack London, 2019:14)

3	The Man in the red sweater	<p>Data 69:</p> <p>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, 2019:16)</p>
4	Perrault and Francois	<p>Data 70:</p> <p>Francois was stern, demanding instant obedience, and by virtue of his whip receiving instant obedience; while Dave, who was an experienced wheeler, nipped Buck's hind quarters whenever he was in error. (Jack London,2019:25)</p>
5	The Scotch halfbreed	<p>Data 71:</p> <p>It was a hard trip, with the mail behind them, and the heavy work wore them down (Jack London, 2019:67)</p>
6	Hal, Charles and Mercedes	<p>Data 72:</p> <p>They were perambulating skeletons. There were seven all together, including him. In their very great misery they had become insensible to the bite of the lash or the bruise of the club. The pain of the beating was dull and distant, just as the things their eyes saw and their ears heard seemed dull and distant. (Jack London,2019:87)</p>

7	John Thornton	<p>Data 73: 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, 2019:97)</p>
8	Buck	<p>Data 74: Hunting their living meat, as the Yeehats were hunting it, on the flanks of the migrating moose, the wolf pack had at last crossed over from the land of streams and timber and invaded Buck's valley. (Jack London, 2019:137)</p>

Data 67:

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 was an active animal and was responsible for looking after the children of the magistrate where he lived, 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”*.

Data 68:

Based on this data, the impact of the behavior that happened to Buck showed that his anger was increasing when he met the four men who were evil and liked to tease him. Buck's behavior had changed to

become more sensitive and irritable, besides that the four men did not give Buck food and drink so the impact of Buck's irritable behavior felt so thirsty that it made him had a fever.

Data 69:

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 was 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.

Data 70:

In this data, there was a sentence that affects Buck's personality in the sentence "*by virtue of his whip receiving instant obedience*", this happened because Perrault and Francois were fair and harsh people so the impact was Buck. has begun to learn to accept the reality that was happening to him at this time. Francois trained the other dogs to obey him, and so did Buck when he was whipped he got that obedience, and when Buck made a mistake, Dave (a dog) would bite Buck's hind leg to correct his mistake. Therefore, the impact that happened to Buck was that he quickly learned and obeyed Perrault and Francois' orders.

Data 71:

Based on this data, the impact that happened to Buck and the other dogs was that they lost weight drastically and their condition got worse as a result of the mulatto man ordering them to continue on their

way without rest. The Scotch halfbreed personality was so strict that he made the dogs travel eight hundred miles, and the dogs had to pull harder on the sleds even though they were very tired.

Data 72:

In this data, Hal's personality as a selfish and evil person forces the dogs to keep going even though they were no longer strong enough to pull the sled anymore but Hal will start whipping them and hitting them with a stick to force them to stand up, besides that the dogs also lack food so that the bad impact happened to them. They felt that their strength had diminished and their bones were showing because they all looked thin. Like in this sentence *“In their very great misery they had become insensible to the bite of the lash or the bruise of the club”*. They were like dead dogs and could not stand up anymore.

Data 73:

In this data, John's personality as a lover had a positive impact on Buck because John really cared 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 loved John as his master.

Data 74:

In this data, Buck's personality affected him because after John Thornton died, Buck had no one left. Therefore Buck who had gone

through all the hard times made him able to survive and had attacked his prey to eat.

Based on the conclusions above, there were 7 data that showed differences in character behavior that impact that impact dogs, especially Buck (as a dog) because it influences dog behavior from human behavior treating them both in a positive or negative way. The impact of the changes that occurred to them depends on their environment and their relationship with humans.

B. Discussions

Based on the results of the discussion of research on the novel *The Call of The Wild* by using Skinner's behavioral psychology theory, there were changes in human behavior that could influence animal behavior, namely dogs in the novel being studied.

Based on the novel *The Call of The Wild*, the writer collected and analyzed data based on various characters in the novel. Therefore, the writer obtained data sources based on the novel *The Call of The Wild* and then described and analyzed each personality behavior of different people.

1. Type of Behavioralistics

Based on the data above Operant Conditioning as a response to a stimulus from any change in behavior in each personality in the learning process was reinforcement (positive and negative reinforcement) which had the same goal of strengthening the response to the given stimulus. The first type of behavioristic was operant conditioning behavior, the writer

found 35 pieces of data which were divided into two reinforcements to strengthen the behavior contained in the novel. Writer got 19 data on negative reinforcement and 16 data on positive reinforcement, this behavior process occurred because the behavior could be repeated, as in this novel several characters gave the same response to the same stimulus. Each character of a different person exhibited some of the same behaviors such as coercing, getting angry and hitting.

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

In classical conditioning, there are 31 data which was a process obtained through a response that occurred. In classical conditioning, writer found 20 positive reinforcement data and 11 negative reinforcement data.

The process of this type of behavior occurred when associations were formed between stimuli that were previously neutral and which occurred naturally, but changes in behavior in each person's personality were not always based on the reflexes of personality but the formation of behavior was 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 were influenced by environmental conditions which then cause a response and would be mastered by the character by itself.

2. The Impact of Behavioristik on Animals

Based on the novel *The call of the wild*, pages 52 to 54 there are 7 data that affected the impact of human behavior on animals, and page 56 there were 1 data has an impact on oneself (Buck), the 7 data is the behavior of different people's personalities. The impact that occurred on Buck has a more negative impact on the personalities of some of the characters, where the changing moods of the characters could be detrimental to the dogs, especially for Buck, and when their behavior could not be controlled, the impact would 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 was when the character's behavior was carried away by emotions

and with self-awareness, they beaten and did not give food to the dogs so the impact that happened to the dogs was that they were exhausted and their weight drops drastically and then they started to be lazy and disobedient because they were no longer strong when they were 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 gave affection and attention to Buck so that the positive impact was that Buck, who felt happy, was always obedient and protects John from bad people. And 1 data affected Buck's personality itself and the impact was that Buck was now a hunter who depended on living creatures for him to survive. Buck, who used to be a domestic dog, has now become a dog who actively hunted in the wild, as a result, he learned a lot about the personalities of the characters he had been within the wild.

Based on Skinner's personality theory, states that the relationship between stimulus and response occurred through interaction in the environment. A bad environment would produce bad humans, and a good environment would produce good humans. Therefore, in the novel *The Call of The Wild*, data on operant behavior and classical conditioning were found which were bad personalities from characters with evil characters and the personality of a good character. However, the data contained in this novel showed that operant conditioning behavior shapes human

behavior more than classical conditioning behavior because its behavior had more reflective responses.

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

CHAPTER V

CONCLUSIONS AND SUGGESTION

A. Conclusion

Skinner's theory emphasized the behavior shown by individuals and was the relationship between stimulus and response through interaction with the environment. After analyzing how the behavior that occurred in each character who 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 data each character was different, but some of these characters had the same personality and each of them showed how they control the dogs with their will alone.

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. The impact of the changes that occurred to them depended on their environment and their relationship with humans.

B. Suggestion

Based on the conclusions and results of the research above, the writer suggest that further researchers can continue this research using a social environment, future researchers can also continue research using the same theory but with different novels.



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APPENDICES

A. Synopsis The Call Of The Wild

The novel tells of a "hard labor" dog pulling a sled in the wilderness, in the Alaskan snow during the Klondike gold rush. In this novel, Buck is the main character in this story who is a pet dog in general and lives with the large family of Judge Miller.

One day, there was a dog hunter who changed Buck's life 180 degrees. He was abducted from his employer's home in California and taken to the Alaskan Yukon wilderness. Buck who is a pet dog must live in the wild and try to survive.

In fact, this novel shows how all the experiences Buck has as a pet dog, have to deal with the wild. Starting from being kidnapped to be sold as a freight train towing dog, meeting a group of fellow freight train pullers, fighting with Spitz who is the leader of a pack of dogs.

Several times Buck experienced a change of owner until one day Buck fell in love with John Thornton who someday saved his life. Buck was separated from John Thornton by fate through a tragic story. John Thornton is killed by Indians, and Buck kills a human for the first time in revenge.

AUTOBIOGRAPHY



Melfi Pordan, born in Keningau, Sabah-Malaysia, November 4, 1997. She is the first daughter of two children from Archie Pordan and Diana Tanna. She attended Sekolah Indonesia Kota Kinabalu (SIKK) from elementary and junior high school, then her mother took her with his younger brother to continue high school in Toraja (South Sulawesi -Indonesia), and after graduating, she continued her higher education at Bosowa University in 2018 and majored in English Language and Literature. She is an internal member of the organization, namely the Literature Student Executive Board as a member of literature. She also participated in two organizations from outside the campus, namely IPMAS SUL-SEL (Ikatan Pelajar Mahasiswa Sabah Sulawesi Selatan) as a member of Public Relations and FKMPPB (Forum Komunikasi Mahasiswa, Pemuda dan Pelajar Bangkelekila’).