

COGNITIVE SOCIAL THEORY

The Role of Cognitive Social Theory In MA Level Student Learning Activities

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Abstract

Learned is a process of changeds one's behaviored towards a certain situations caused by repeated experiences in thats situation. Where the change in behavior can not be explained. Well, in learning activities, of course, there are many theories that can be used to achieve maximum results, one of which is by using cognitive social theory. Which theors was develop by A. Bandura. Social cognitives theory is that emphasizes the idea that most humans learnng occurs in a social environment. By observed other people, humans got knowledge, rules, skills, strategies, beliefs and attitudes. In learning activities, of course, it is necessary to apply this cognitive social learning theory considering that many students learn from observing the surrounding environment, both observing teacher, parent, and the community as models. So its is important to created and explore a good environment in learning at MA level.

Keywords– Learning, Cognitived Social Theory, Student.

1. Introduction

Before this cognitive social learning theory was born, there were already study theories that were raised by its inventors at that time. Such as behavioristic learning theory (Ivan Pavlov) was later developed by Skinner. There is another cognitive theory put forward by (Jean Piaget). Well, after that theory's, came the cognitive social theory developed by Albert Bandura. Which Albert Bandura was born in Alberta, Canada, In 1925. He earned his doctorate in clinical psychology from the University of Iowa where his thinking was influenced by Miller and Dollard (1941) essay On social learning and imitations. After arriving at Stanford University in the 1950s Bandura began a research program exploring the effects of social behavior. He believed that the conditioning theory that were popular at the time offered incomplete explanations for the acquisition and conduct of prosocial and deviant behavior.

Bandura's research covered many of the issues that are central to social learning theory, and through them his theory was sharpened and expanded. As with most learning theory approaches to personality, social learning theory stems from the postulate that human behavior is largely acquired, and that learning principles are sufficient to explain how behavior develops and persists. However, previous theories, apart from paying less attention to the social context in which this behavior occurs, are also less aware that many learning events occur through the mediation of other people. That is, while observing the behavior of others, individuals learn to imitate that behavior or in certain cases make other people a model for themselves. From the explanation above, it is important for us to understand this cognitive social theory in the process of student learning activities.

2. Method

This study uses the literature review method. According to Nyoman Kutha Ratna (2010) literature review is all reading material that may have been read and analyzed, whether published or as a private collection. Literature review in

scientific research is a significant part of the totality of the steps of the research procedure.

The type of information used by the author in this research is information obtained from literature research. Literature research is a method used to collect data or sources related to the topic raised in research. In this literature review, the author seeks to find out how the role of the social cognitive theory developed by Albert Bandura in students learning activities at MA level.

3. Result and Discussion

From the results of reading or processing the information obtained, several points can be conveyed, namely:

a. Understanding cognitive social theory

Social Cognitived Theory (Social Cognitived Theory) a new name for social learning theory develop by A. Bandura. Albert Bandura was born on Kanada in one thousand nine hundred twenty-five. He obtain his doctoral in clinical psychlogy from the University of Lowa where his thinkings was influenced by Miller and Dollard's (1941) essay Social Learning And Imitation. This new namings with the name of social cognitived theory was carried out in the 1970. The main ideas of Bandura thinking is also the development of Miller and Dollard ideas of imitativ learning.

Social cognitive theory is a theories that emphasizes the ideas that most human learnings occurs in a social environment. With observing other people, humans acquire knowledge, rules, skills, strategies, belief, and attitudes. Individual also look at models or example to study the usefulness and appropriateness of behavior resulting from the behavior being modeled, then they act accordings to beliefs about theirs abilities and the expected outcomes of their actions.

Banduras A. developed his theory to explore the ways in which people have controls over event in their live through self-regulations of their though and action. The basic process includ setting goals, assessing the likely outcomes of actions, evaluated progress towards goal attainment, and self-regulation of

thought, emotion, and action. Bandura explains that another distinctive characteristic of social cognitive theory is the major roles it gives to self-regulatory functions. People behave not just to conform to the tendencies of others. Most of their behaviors is motivated and governed by internal standards and reactions to their own actions related to self-assessment. Then social learning occurs when people learn from observing the behaviors of others.

Social learning also occurs from observing the environment, the result of the behaviors of others (Bandura, 1986). Because social learning is learning from other people not from direct experience, it is also called indirect learning or observation learning. One of the pioneer researchers in social learning is Albert Bandura (1986). Bandura examines how children learn through observation. In his classic study, Bandura (1965) showed a group of children a film in which adults were very aggressive with an inflatable toy called a Bobo doll. (In Moreno, 2010: 282).

b. Bandura's theory of learning

Bandura (1962) hypothesized that both behavior, environment and internal events in learners that affect perceptions and actions are interlocking relationships, expectations and values influence behavior. Behavior is often evaluated, independent of environmental feedback that alters personal impressions.

Behaviors activated environmental contingencies. The behavior is presented by the models. The model is noticed by the learner (there is reinforcement by the model). Behaviors (ability is coded and stored by the learner). Processing of symbolic codes. Schematic of the triangular relationship between the environment, personal factors and behavior, (Bandura, 1986). Social learning theory helps understand the occurrences of aggressive behavior and psychological deviance and how to modify behaviors. Bandura's theory is the basis of modeling behavior used in mass education.

Things that must be considered in applying social learning theory are strong underlying characteristics, namely:

- 1) Paying attention to environmental influences.

- 2) Emphasize the parts.
- 3) Emphasize the role of reaction.
- 4) Prioritizing the mechanism for the formation of learning outcomes through
- 5) stimulus response procedures.
- 6) Emphasize the role of previously formed abilities.
- 7) Emphasize the formation of habits through practice and repetition.
- 8) The learning result achieved is the emergence of the desired behavior.

c. Learning impacts :

Every times a respons is made, it will be following by various consquences, some of the consequences are pleasan and some are unpleasant. Reinforcement, both positive and negative, does not appear to be automatically In line with the consequences of the response. The consequences of a response have three functions:

- 1) Giver of information, providing information about the impact of behavior, this information can be stored to be used to guide behavior in the future.
- 2) Motivating future behavior, presenting data so that people can symbolically imagine the results of the behavior they will do, and behave in accordance with the forecasts they do. In other word, behaviors is determining or motivated by the future, where an understanding of what will happening in the future is obtained from an understanding of the consequences of behaviors.
- 3) Reinforcing behaviors, succes will be a reinforcement so that behavior becomes repeated, otherwise failure will make behavior less likely to be repeated.

d. Understanding learning

Learning is a proces of changed one behaviors toward a certain situation caused by repeated experiences in that situations. Where the changing in

behaviors can not be explained. Accordings To Slameto (2012) learnings is a business process carried out by a person to obtain a new behavior change as a whole, as a results of his own experience in interaction with his environment.

Meanwhile, accordings to Skinner (in Herman Nirwana et al, 2006) learnings is a behavior. In someone who learns, the response will be better. Meanwhile, if you do not learn, the response will decrease.

e. Learning characteristics

Herman Nirwana, et (2006) revealed that there are five characteristics of learning:

- 1) Functional change
- 2) Learning individual experience
- 3) The change that occur are comprehensive and integrated
- 4) Learning is a process interactions
- 5) Change takes place from simple to complex.

From the observations made in schools, especially at MA level, that in some learning activities, there are still those who do not knows how to study properly so that there is still follow-up among students in the learning process. For this reason, it is necessary to understand what learning theories can support the achievement of expect student learning outcomes. Then, from the explanation above, we can see that the role of cognitive social theory is sufficient and very influential in the process of student learning activities at MA level. Why so? Because when viewed from the view of Bandura's theory, that social cognitive is able to activate environmental contingencies so as to create individuals who are able to become models for other individuals. The direction of which will increase the individual's knowledge of the existing model. Furthermore, in practice this theory when applied will gain knowledge through the social life of the individual. In addition, if this cognitive social theory is implemented properly, it will certainly make students more relaxed in their studies and will be more familiar with friends and will be able to become role models for their learning environment. Then the role of social cognitive in student learning is to help

students be able to acquire knowledge through social (imitating & observing) from their environment. This is corroborated by A. Bandura statements that much of what humans learns occurs in social context, by observing and imitating others people. (Moreno, 2010: 283).

So, froms the explanation above, it is clear that this cognitive social theory also has a role in the student learning proces. Its role is to make students more active, creative and independent.

4. Conclusion

Social cognitive theory is a theori thats emphasizes the ideas that most humans learning occurs in a social enviroment. With observing other people, humans acquire knowledge, rules, skill, strategie, belief, and attitude. Individual also looks at model or example to studies the usefulness and appropriateness of behavior resulted from the behaviors being modeled, then they act accordings to beliefs about their abilities and the expected outcomes of their actions. While learning is a process of changed one behaviors towards a certain situations caused by repeated experiences in that situations.

From this explanation above, that in the learning process there are many theories that can be applied. It's just that in this case, social cognitive learning theory seems to have more of a good impact on the learning process. Because in this theoris the individual is more active, both imitating and observing others to increase knowledges and the social aspects of the individual will develop well. Then, the most central role of this theory in the individual learning process is to encourage the individual to be active in everyday life (imitating and observing). Because with these two things will make individuals gain knowledge. And in the learning process will be more effective and successful.

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