

ABSTRACT

Based on the author's observations of the surrounding environment, which consist of several individuals with repetitive behavior patterns carried out and given by stimulus to response, giving rise to diverse reactions. Stimulus-Response is a simple learning principle contained in behavioristic theory where the impact is the occurrence of a relationship between the message and the media, as well as individual responses to certain stimulus, but there are times when the response received is not in accordance as expected, bringing out the contradictory nature in it. With the method of creating works, the author will make a visualization of the contradictory side produced by the response to the stimulus using impressionist painting techniques. Through paintings that can be enjoyed visually and aesthetically, it is hoped that the message that the author is trying to convey can be channelled and that the response that does not match the expected stimulus is not a failure in communication, but is commonplace and can happen to anyone.

Keywords: *Contradictory, Behavioristic, Stimulus-Response.*