

ABSTRACT

Zikry Satria Makmur B, 1604194085, 2023, “Analysis The Meaning of Parenting Style in Batak Society in The Film *Ngeri-Ngeri Sedap*”. "Thesis: Fine Arts Study Program, Faculty of Creative Industries, Telkom University"

Film is a visual communication medium that expresses social realities, especially in the film “Ngeri-Ngeri Sedap” which addresses the issues of traditional minded Batak parents and their adherence to customary values thus influencing their parenting styles. This study aims to analyse the parenting styles of Batak parents portrayed in the film “Ngeri-Ngeri Sedap”. The research utilises descriptive analysis methodology and incorporates Roland Barthes semiotic theory model to examine, investigate, and reveal the hidden meanings, denotations, connotations, and myths associated with scenes related to parenting. Therefore, extensive data including observations, interviews, and literature studies, are required and analysed in the discussion section. The findings of this study reveal that the parenting style depicted in the film “Ngeri-Ngeri Sedap” follows an authoritarian approach, with the application of Batak philosophy serving as a guiding principle in life concepts such as “mardebata” (having a God), “maradat” (adhering to customs), “marpatik” (following rules and laws), “marpinompar” (having descendants), “martutur” (maintaining kinship), “marpangkirimon” (having hopes), and “maruhum” (having laws). Therefore, the meanings embedded in the parenting styles serve as the foundation and life goals for the Batak community to strive towards.

Keywords: *Batak Tribe, Ngeri-Ngeri Sedap, Parenting, Semiotics.*