

ABSTRACT

Parenting is an important thing in the process of child growth. Where, the treatment of parents to children is very influential in the process and growth of children. #temantapimenikah is a youtube channel owned by Ayudia Bing Slamet, Ditto Percussion and Dia Sekala Bumi. #temantapimenikah has video blog or vlog content that focuses on activities with family. In each of their content, Ayu and Ditto give moral messages to parents and their children, Ayu and Ditto always give messages indirectly to the audience about good and right parenting for children. This study focuses on the value of parenting carried out by parents to children in Indonesia on the Youtube channel #temantapimenikah. The purpose of this study was to analyze Ayu and Ditto's parenting values towards Sekala on the Youtube channel #temantapimenikah using Roland Barthes' semiotic analysis technique. This research is a qualitative research with constructivism paradigm.

Keyword: #temantapimenikah, Film, Parenting, Semiotics, Youtube.