

ABSTRACT

In a family, different parenting patterns and distinctive characteristics are present in raising children. Within the context of the Batak ethnic group, a majority of the society follows seven distinct parenting patterns, including mardebata, marpinompar, martutur, maradat, marpangkirimon, marpatik, and maruhum. This research explores the parenting patterns of the Batak Toba family depicted in the film "Ngeri-Ngeri Sedap" (Thrilling Yet Appetizing). The study aims to uncover the seven parenting patterns of the Batak family portrayed in the film. Employing a descriptive qualitative approach, the research employs the researcher themselves as the primary instrument. Semiotic analysis, specifically adopting Roland Barthes' model, is utilized in the study, encompassing denotative, connotative, and mythic stages. The findings reveal that the film "Ngeri-Ngeri Sedap" embodies the seven Batak family parenting patterns, and unveils meanings through denotation, connotation, and myth in each scene.

Keywords: Parenting Patterns, Film, Semiotics, Batak Family