

ABSTRACT

The family is the smallest unit in society consisting of people who are related by blood or marriage. The family plays an important role in the formation and development of a child's personality because it is the first place a child learns and grows. The family parenting style applied to children influences the child's future growth and development. In his analysis, the researcher used qualitative research methods which allowed him to describe each scene studied in the film "Ngeri Ngeri Sedap". Qualitative research is defined as "the study of identifiable characteristics," including the "phenomenon," its nature, its various manifestations, the context in which the phenomenon occurs, and the perspective in which the phenomenon occurs. Researchers decided to focus on several scenes to identify and discover communication patterns between father and son to show his affection for the family. When analyzing this scene, researchers used Ferdinand De Saussure's semiotic analysis to analyze previously staged scenes. Signifiers are meanings that are represented through body movements, facial expressions, sound, music and lighting and how these form meaning in a film. In verbal form, for example the way a father figure expresses his anger or disappointment. How music and lighting add meaning to a scene in non-verbal ways. Signifieds are expressed in 21 scenes that convey meaning in the form of verbal and nonverbal communication.

Keywords: *Family, Semiotics, Communication Patterns*