

ABSTRACT

This study entitled " Critical Discourse Analysis of social inequality in parenting studies on Bintang Emon's sarcastic Parenting content on Instagram" which aims to dismantle the narrative about social inequality in parenting. Social inequality is a factor in the different forms of parenting. In this context, sarcasm is often used by parents in the lower middle class as a form of communication that is considered humorous or as a harsh teaching method. Through the critical discourse analysis approach of Teun a Van Dijk, this study examines how social inequality discourse is narrated on instagram media content. This study also highlights matters related to social inequality, which is the root of the formation of parental care for children. Thus, this study focuses not only on text analysis, but also on the context and social cognition of the social inequalities that shape the parenting patterns adopted by parents in Indonesia. This study is expected to provide new insights into the formation of parenting factors is the existence of social inequality, the importance of more positive communication in parenting, and encourage parents to be more aware of the impact of the use of sarcasm in educating children.

Keywords: *Critical Discourse Analysis, Parenting Styles, Social Inequality, Sarcasm.*