

## ABSTRACT

*Indonesia has a diversity of ethnicities and cultures. Many types of culture such as traditional houses, musical instruments, languages, traditional clothing. This culture is then passed on to create further ones in order to maintain local wisdom, one of which is the indigenous people of Kampung Cireundeu. Kampung Cireundeu is unique in that local culture and external culture can go hand in hand and the indigenous people of Kampung Cireundeu can balance it. Every person has a role in maintaining local wisdom by passing it on to children regarding customs, norms, and culture in the indigenous communities of Kampung Cireundeu, which have the aim of how the parenting styles of the children in the indigenous communities of Kampung Cireundeu in maintaining local wisdom in the era of globalization. This study uses a qualitative descriptive approach. The research method used was communication ethnography. Based on the results of the research, the parenting style used by the parents of the indigenous people of Kampung Cireundeu in maintaining local wisdom in the era of globalization in authoritative parenting.*

*Keywords: Parenting, Authoritative Parenting*