

ABSTRACT

Research entitled “The Audience’s Meaning about Parenting Behavior in Nanti Kita Cerita Tentang Hari Ini Films” was conducted with the aim of knowing the meaning of audience parenting behavior presented in Nanti Kita Cerita Tentang Hari Ini. This research uses qualitative research method with descriptive research type. This research adopts Stuart Hall’s encoding/decoding model and theory. In the decoding process, the researcher tried to explain how the parenting style occurred in the NKCTHI film. Based on the results of the decoding research that has been carried out, the audience for the NKCTHI film shows that the audience is active in creating meaning. Four viewers agreed with the audience’s explanation that closeness is an important thing that must be shown by the family in the film NKCTHI, four viewers disagreed with the communication shown in the film, four people negotiated messages of support and involvement, three people negotiated messages of control and supervision, and three people disagree with the message of discipline in the film NKCTHI.

Keywords: Parenting Behavior, Film, encoding-decoding model