

ABSTRACT

In a family, the most dominating role figure is the father because he has a great responsibility as the family leader. This social condition is called patriarchal culture where the highest leadership and authority is held and dominated by men. This Ngeri-Ngeri Sedap film is based on the tropes of the Batak people which often make the father's role as the driving force of the story as well as the source of the conflict within the family. Based on this phenomenon this conducted research is to find out how the representation of the father's role in the Ngeri-Ngeri Sedap film uses qualitative methods with a critical paradigm. The researcher chooses sixteen scenes to be examined by John Fiske's semiotic analysis divided into three levels; the reality, representation, and ideology levels. The study found that the father figure is represented according to the characteristics of private patriarchal culture and has a role as a protector (to protect and control), the decision maker, to monitor, and disciplinary (as a supervisor and provides learning), provider, and as someone who fulfills needs of the family.

Keywords: Film, Patriarchal, Representation, Semiotics John Fiske, The Role of Fathers