

ABSTRACT

Parenting patterns taught by parents to children will greatly influence the child's life. In today's era, the media has a big role in being able to represent what is happening in life. This study will discuss how toxic family communication is represented in the media, one of which is in the music video "Eat Your Young" by Hozier. This study aims to analyze the meanings of signifier and signified with Ferdinand de Saussure's semiotics in the music video "Eat Your Young" which are related to family communication patterns to further analyze the representation of views of family communication patterns in the music video "Eat Your Young". This study examines semiotics and analyzes it with DeVito's family communication pattern theory, so the method used in this study is a qualitative research method. The subject of the research is the music video "Eat Your Young". The object of the research is a cut scene from the video. The results of this study are the meanings of signifiers and signifieds that represent how toxic family communication worsens the relationship between parents and children.

Keywords: *Family Communication Patterns, Semiotics, Ferdinand de Saussure, Music Video "Eat Your Young", Non verbal Communication.*