

ABSTRACT

Nikita Willy, a well-known public figure, is now recognized as a parenting influencer who frequently shares her family's daily life on YouTube, showcasing the gentle parenting method in raising her child. This has led to a phenomenon in which many young parents, particularly mothers, increasingly trust parenting education delivered through social media. This study aims to analyze the family communication patterns presented in Nikita Willy Official youtube content using the Family Communication Patterns Theory by Fitzpatrick and Ritchie. The research applies a descriptive qualitative method with content analysis techniques. The findings reveal that the dominant family communication pattern in the vlogs is the pluralistic type, characterized by a high orientation toward conversation and low conformity. The implication of this study shows that social media especially youtube serves as an educational tool that influences parents' perspectives on modern parenting styles and family communication.

Keywords : *Family communication, Gentle parenting,, Social media, Youtube.*