**Parenting Model and the Effects Toward Children’s Akhlaq: An Ethnographic Study of Coastal Community in Padang West Sumatera**

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ABSTRACT

The study is aimed at exploring the parenting models and their effects toward children’s *akhlaq* (Islamic Morality) of coastal community in Padang, West Sumatera. The qualitative study used the ethnographic approach. Data was collected through structured interviews to ten informants (both parents) of coastal children in the targeted research site. Four months’ observation through informal visits to all informants’ houses was conducted to reinforce the data of the interview. The data was later analyzed by using the qualitative analysis software of NVivo 12. The findings of the study reveal that there are three parenting models obtained, namely, i) authoritarian parenting ii), democratic parenting, and iii) permissive parenting. Furthermore, there are five attitudes changes as the effects of the parenting models, namely, i) politeness improvement, ii) maturity, iii) improvement of social and environmental awareness, iv) improving ability to control emotion and attitudes, v) accepting parents’ advice at ease. The findings are expected to be the reference for parents to educate their children especially those who live in the coastal area as the three models could change the chidlren’s attitude. The finding could also be the initial data for further research in different contexts and issues.

**Key Words:** Parenting Model, Parents, Ethnographic Studies, Coastal Community, Thematic Analysis