



The Construction of the Role of Single Father and the Internalization of Family Values in Waleed El Halfawy's Drama Series *Catalog*

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ABSTRACT

This research is motivated by the growing representation of literature in visual media, especially digital drama series, as a medium for conveying character values in the family. The digital drama series *Catalog* by Waleed El Halfawy presents a new construction of the single father figure in the context of contemporary Arab culture which is still rarely studied and is seen as containing various aspects related to family values. This study aims to analyze visual and verbal signs in constructing the role of a single father and describe the internalization of family character values contained in the digital drama series *Catalog*. The theory used is Charles Sanders Peirce's triadic semiotics through the relationship of representamen, objects, and interpretants, which is combined with Syamsul Kurniawan's character education theory. This study uses a descriptive-qualitative method with a note-taking technique as the main method of data collection based on time triangulation. The results of the study found twenty-three relevant scene data from eight episodes, with four internalized family values, namely the value of honesty in four data, the value of discipline in two data, the value of hard work in five data and the value of responsibility in twelve data. This study concludes that the drama series *Catalog* represents the transformation of the role of a single father from an absent figure to an actively present figure, while also functioning as a medium for representing family character values in the context of contemporary Arab culture.

Keywords: role, single father, internalization, family values, drama series

Konstruksi Peran Ayah Tunggal dan Internalisasi Nilai Keluarga pada Serial Drama *Catalog* Karya Waleed El Halfawy

ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin berkembangnya representasi sastra dalam media visual, khususnya serial drama digital, sebagai medium penyampaian nilai-nilai karakter dalam keluarga. Serial drama digital *Catalog* karya Waleed El Halfawy menghadirkan konstruksi baru tentang figur ayah tunggal dalam konteks budaya Arab kontemporer yang masih jarang dikaji dan dipandang memuat berbagai aspek yang berkaitan dengan nilai keluarga. Penelitian ini bertujuan menganalisis tanda-tanda visual dan verbal dalam mengonstruksi peran ayah tunggal dan mendeskripsikan internalisasi nilai karakter keluarga yang terkandung di dalam serial drama digital *Catalog*. Teori yang digunakan adalah semiotika triadik Charles Sanders Peirce melalui relasi representamen, objek, dan interpretan, yang dikombinasikan dengan teori pendidikan karakter Syamsul Kurniawan. Penelitian ini menggunakan metode deskriptif-kualitatif dengan teknik simak catat sebagai metode utama pengumpulan data berbasis triangulasi waktu. Hasil penelitian menemukan dua puluh tiga data adegan yang relevan dari delapan episode, dengan empat nilai keluarga yang terinternalisasi, yaitu nilai kejujuran pada empat data, nilai kedisiplinan pada dua data, nilai kerja keras pada lima data dan nilai tanggung jawab pada dua belas data. Penelitian ini menyimpulkan bahwa serial drama *Catalog* merepresentasikan transformasi peran Ayah tunggal dari sosok yang absen menjadi figur yang hadir secara aktif, sekaligus berfungsi sebagai media representasi nilai-nilai karakter keluarga dalam konteks budaya Arab kontemporer.

Kata kunci: peran ayah tunggal, internalisasi, nilai keluarga, serial drama

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INTRODUCTION

With the development of technology and advancements in technology, literary representation has expanded into visual media, particularly digital drama series such as Netflix. This medium serves not only as a means of entertainment but also as a means of conveying family values. Drama series have become one of the most dominant and influential media in disseminating modern narratives and social values. This is because drama, as a dramatic art, functions as a reflection of society, capable of embracing cultural changes that influence public discourse and social awareness (Gulkhara & Farzaliyeva, 2025).

to the Big Indonesian Dictionary (KBBI), serial is an adjective meaning sequential or continuous and can also be defined as a publication or production carried out in sequential stages. Fossard (2005) explains that drama series are classified as one of four types of drama, because they feature narratives presented in a suspenseful manner. In general, a drama series is a film or show that has episodes with interconnected problems and the same characters in each episode. The drama series genre encompasses a variety of themes and usually runs for quite a long time, allowing for deeper story and character development (Elmustian & Jalil (2015). These narratives are generally broadcast on television and can last for days, months, or even years (Naqiyya et al., 2024). Thus, drama series serve not only as entertainment but also as a representative medium containing life values, whether related to morals, social issues, or family relationships.

In this context, values are an important aspect represented through the narratives and characters in drama series. Values are a benchmark for evaluating something, often associated with morality, ethics, and a person's innate character. Values are typically categorized based on their impact, namely constructive and destructive values (Zakiyah, Vardan, et al., 2025). Values are an individual's beliefs about the principles and goals of life that serve as guidelines for thinking, behaving, and behaving. Values also influence how

a person interacts with themselves, others, and the environment, and serve as the basis for identity formation and life decision-making (Arabic: ????, 2022).

One of the most fundamental contexts in the process of instilling values is the family, which serves as an individual's first social environment. Etymologically, a family refers to a group of individuals living under one roof, including at least a father, mother, and children (Zakiyah, Vardan, et al., 2025). In social life, the family is the smallest unit of interaction that plays a fundamental role in the formation of values, character, and identity. The dynamics within it, ranging from inter-family relationships and internal conflicts to external challenges, often reflect the complexity of society at large. Therefore, it is not surprising that family issues are a timeless theme and dominate the realm of physical narratives, whether in the form of short stories, novels, or visual media such as films and television series (Astana et al., 2023).

Within the family structure, the father figure, acting as a single parent, tends to be underestimated in terms of his parenting abilities. This perception is reinforced by a social construct that predominantly defines the father's role as a breadwinner, despite the importance of his active role in childcare (Nailunni'mah, 2024).

Within the family, a father's role extends beyond being the head of the family and primary breadwinner. He also plays a crucial role as a protective figure, hard worker, guide, and morally responsible figure, instilling noble moral values, including discipline (Gultom et al., 2025). Fatherhood is the role a father plays in guiding his child to become independent and develop positively, both physically and psychologically (Saputra & Kusumawati, 2022). A father's role is as significant as a mother's, impacting a child's development, although fathers generally spend less time with their children than mothers (Muna & Sakdiyah, 2015).

In recent years, the representation of families and parental figures in visual media, particularly those related to single fathers, has evolved,



reflecting significant changes in family structure and gender dynamics (Ramdhini & Afrizal, 2024). In the Arab cultural context, where patriarchy often dominates social norms, the emergence of narratives about single fathers in the media remains relatively rare. This is related to how the role of fathers has been defined within a patriarchal framework, which generally positions them as breadwinners and authority figures within the family (Syahrizan & Siregar, 2024).

Waleed El Halfawy's drama series, *Catalog*, presents a new construction of the single father figure through the character of Youssef. After the death of his wife, Aminah, Youssef must assume the role of both father and mother to his two children, Kareema and Mansour. As a father who previously focused solely on work, Youssef faces emotional and practical challenges in carrying out his dual role. The series depicts Youssef's learning process through a catalog of videos left behind by his wife, which contain parenting guidance and family values. Through various dialogues, gestures, and conflict scenes, the series visually and verbally displays the meaning of the father's role and family values such as honesty, discipline, hard work, and responsibility, richly analyzed through Peirce's semiotics.

Numerous studies have been conducted on the role of fathers in audiovisual media, but most are limited to intact families or utilize short films and single films with limited narratives. (Zakiyah, Vardan, et al., 2025) analyzed family values in short films using Peirce's semiotics and found that the values of responsibility, discipline, hard work, and honesty can be represented effectively through visual and verbal signs.

Pardede & Abidin (2024) identified five forms of father roles in the film "Father and Son" and emphasized how verbal and nonverbal communication construct the image of the father in the family. Ariffananda & Wijaksono (2023) found that the father figure in the film *Ngeri-Ngeri Sedap* is represented according to patriarchal cultural characteristics through John Fiske's semiotics. Saputra & Kusumawati (2022)

examined visual and verbal signs that interpret the father figure as a responsible and loving person through Peirce's semiotics. Sidik & Witarti (2021) found six main forms of father representation in the film "A Man Called Ahok" and showed that Peirce's semiotics is effective in mapping meaning in the relationship between representamen, objects, and interpretants. However, all of these studies are still limited to conventional families, using a single film object, and none have examined single fathers in the context of contemporary Arab culture along with their family values. This research aims to fill this gap by examining the *Catalog* drama series, a new and previously unstudied subject of Arab drama research.

To understand the meaning contained in each visual and verbal sign in the *Catalog* drama series, this research applies the semiotic theory developed by Charles S. Peirce. Peirce explained that semiotics is the study of signs, encompassing their function, the relationships between signs, and how they are understood and interpreted (Hamidah et al., 2025). For Peirce, signs and meaning are not viewed as static entities but as a cognitive process called signification. Semiosis is the process of meaning formation that occurs in three stages: first, sensory reception; second, linking the sign to cognitive experience to interpret the object; and third, assigning meaning to the object according to the individual's interpretation (Pamungkas et al., 2023). Peirce proposed that every sign is usually called a triadic sign, consisting of three interrelated elements: the representamen (R), something that can be perceived by the five senses; the object (O), which is what the sign refers to; and an interpretant (I), namely the meaning or interpretation that arises from the relationship between the representamen and the object (Taufiq, 2016).

Furthermore, this research also refers to character education as proposed by Syamsul Kurniawan. This theory emphasizes the importance of instilling character values within the family environment. The values in question include those most relevant to the construction of the father's role in this drama series, namely (1) honesty, (2)

discipline, (3) hard work, and (4) responsibility (Kurniawan, 2018).

To analyze how these values are represented, this study uses Charles Sanders Peirce's semiotic approach. This allows the construction of the father's role and the internalization of family values to be examined through the signs, meanings, and interpretations in each scene. These four values are understood as follows:

- 1) Honesty, an attitude that strives to develop a person who is honest and trustworthy in various aspects of life, including speech, behavior, and responsibility towards oneself and others (Lutfiatul Dwi, 2023). Similarly, honesty is an attitude based on efforts to consistently establish oneself as a trustworthy person, both in speech, actions, and work (Andywijaya, 2021). The value of hard work is a wholehearted effort to fulfill life's needs, both basic and supplementary. In line with Syarbini (2012), the value of hard work is reflected in behavior that demonstrates earnest effort in facing various obstacles, both in the learning process and completing assignments, as well as a commitment to completing them optimally (Islam, 2013).
- 2) The value of discipline is related to a person's ability to control themselves in relation to various applicable rules (Nadia Rohmah, 2021). Accordingly, discipline is a state formed through a long process characterized by valued behaviors, such as obedience, compliance, loyalty, and orderliness in actions. (Wahid et al., 2020)
- 3) The value of hard work is a wholehearted effort to fulfill life's needs, both basic and supplementary. In line with Syarbini (2012), the value of hard work is reflected in behavior that demonstrates earnest effort in facing various obstacles, both in the learning process and in completing assignments, as well as a commitment to completing them optimally (Islam, 2013).

4) The value of responsibility is the attitude and behavior in carrying out obligations and duties appropriately, both towards oneself, society, the state, and God Almighty (Wadu et al., 2020). The value of responsibility is also understood as an awareness that drives individuals to carry out their assigned duties with full confidence and strong commitment, as well as a readiness to accept any consequences that arise (Zakiah, Vardani, et al., 2025).

This research was designed to identify the role of single fathers and the family values they convey, thus generating new meanings emerging from the dialogue, gestures, and context of scenes in Waleed El Halfawy's drama series "Catalog." This drama series constructs the role of a father whose wife dies, leaving him as a single parent. Therefore, this approach aims to examine the meaning and family values embodied in the drama series.

METHOD

The method used in this research is descriptive-qualitative. According to Bogdan and Taylor (in Moloeng), Razak (2017), Rokhmansyah (2018), qualitative research is a research method that produces descriptive data in the form of written or spoken words obtained from what we observe (Wood, 2009). In line with Rohanda's understanding, qualitative research does not focus on numbers but rather emphasizes a deep understanding of meaning (Rohanda, 2016). Thus, this method is used in this study to describe visual and verbal signs and reveal the value of family character through the construction of the role of the Father in the drama series Catalog.

The data source in this study is the drama series Catalog by Waleed El Halfawy along with a complete description of the data source: The Drama Series Catalog is a comedy drama series from Egypt that was released on July 17, 2025, directed by Waleed El Halfawy. This drama series consists of 8 episodes with a total duration of episode 1 (53 minutes), episode 2 (53 minutes), episode 3 (50 minutes), episode 4 (51 minutes),



episode 5 (55 minutes), episode 6 (51 minutes), episode 7 (54 minutes), and episode 8 (64 minutes) which aired on the well-known platform, namely Netflix. This film tells how Youssef is a company executive and father who was left behind by the death of his wife, Aminah. He must struggle as a single father who previously had no idea how to take care of children. The types of data in this study are scenes, dialogues, gestures, and scene contexts in each scene of the drama series *Catalog* by Waleed El Halfawy. The accuracy and consistency of data are largely determined by the accuracy of the data collection techniques used and the validity of the applied research instruments (Ardiansyah et al., 2023). The data collection technique in this study uses the listening and noting technique as the main method of data collection, which is considered relevant for studying objects in the form of audio-visual works. The application of this technique is carried out through several systematic stages, namely: (1) watching the entire drama series *Catalog* consisting of eight episodes to gain a comprehensive understanding of the plot and context of the story; (2) listening carefully to various elements that appear in the broadcast, including dialogue, character gestures, and scene contexts that support the formation of meaning; and (3) selectively noting findings that are considered relevant and significant as primary data for further analysis. With these stages, it is hoped that the data obtained will have an adequate level of accuracy and reliability to support the analysis process.

The data analysis technique used in this study used a qualitative descriptive method. The analysis was conducted through several stages: the description stage, which identified and marked dialogue, gestures, and scene context, both explicitly and implicitly, that demonstrated the father's role; the classification stage, which sorted the collected data based on relevant issues, particularly those related to the instilling of family values; the analysis stage, which critically and scientifically examined the data using Charles Sanders Peirce's semiotic theory to uncover how

the father's role was represented in each scene; and the interpretation stage, which interpreted the analysis results to discover the meaning behind the father's role depicted in each scene.

RESULTS

"Catalog" is a series that tells the story of a husband whose wife leaves him and he must become a single father to his two children. As a father who previously focused solely on work, Youssef faces challenges in juggling his dual roles. The presence of Amina's video catalog, which contains guidance on how to raise and educate children, significantly facilitates Youssef's learning process as a single parent. This drama series was released globally on July 17, 2025. Written by Ayman Wattar and directed by Waleed El Halfawy, it consists of eight episodes and was released on the popular platform, Netflix.

Based on the analysis of the eight episodes of the drama series "Catalog," this study identified eighteen relevant scene data for analysis using Charles S. Peirce's triadic semiotics: representamen, object, and interpretant. From the entire data, four family values were found that were constructed through visual and verbal signs in this series, namely the value of responsibility that appeared in 12 data, the value of discipline in 2 data, the value of honesty in 4 data, and the value of hard work in 5 data. These four values are gradually internalized through Youssef's interactions with Kareema and Mansour, reflecting the transformation of Youssef's role from an absent father to a fully present father in his children's lives.

The following values were identified:

- 1) honesty
- 2) family
- 3) hard work
- 4) responsibility

DISCUSSION

The Value of Honesty

Youssef: "I regret leaving you to take care of everything alone."

This scene shows Youssef visiting Amina's grave and expressing his regret for feeling unable to care for his children.

Object

The object in this scene is the confession of a husband and father who realizes that he has been absent from his role, leaving his wife to bear all the responsibility of raising the children.

Interpreter

This scene interprets Youssef's visit to Amina's grave as an admission of his mistakes to Amina, admitting that Amina was not truly present as a father figure during her lifetime. Family Values: Honesty: Youssef openly admits his regrets before Amina's grave, stating that he has failed in his role as a father. This honesty is not expressed as a moral responsibility to himself or to Amina, who struggled to raise her children alone.

The scene at minute 7:29 shows Youssef visiting Amina's grave while expressing his regret for leaving his wife to face the responsibilities of parenting alone. The dialogue, "I regret leaving you to do everything alone," serves as a representation, representing his honest admission of his failures as a father. The object referenced in this scene is Youssef's moral awareness of his past absence in family life. From their relationship, an interpretation emerges in the form of honesty as a form of reflection and courage in admitting one's own mistakes. The value of honesty present in this scene is not only displayed through words, but also through Youssef's awareness of the responsibilities he previously neglected.

Representative

Youssef: Dad promised, Mansour, that whenever you're free, I'll take you to school.

This scene shows Youssef listening to Mansour complain about himself in the kitchen. Mansour reveals that he prefers his father to take him to school rather than the school bus.

Object

The object in this scene represents the commitment of a single father who listens to his son's simple wishes and promises to fulfill them to the best of his ability despite his busy schedule.

Interpreter

This scene interprets the word "senggang" as containing two meanings: honesty, stating that he is still busy, and a commitment that he will not let his busyness become an excuse for continued absence from Mansour's life. Mansour's simple complaint that he simply wants his father to take him to school reflects the child's deep longing for his father's presence, even in small matters.

Family Value: Honesty: Youssef demonstrates this by sincerely listening to Mansour's complaint and promising to be there whenever he can. This commitment reflects Youssef's awareness that a father's presence, even in small matters like taking him to school, holds immense meaning for his son. The scene at 9:47 of episode 3 shows Mansour expressing his desire to be taken by his father to school. This simple wish demonstrates Mansour's longing for his father's presence in his daily life. From Peirce's semiotic perspective, Youssef's promise to take Mansour when he is free serves as a representation of a single father's commitment to his son. From this relationship, the interpretation emerges that the phrase "when Dad is free" reflects Youssef's honesty regarding his limited time and his commitment to remaining present for Mansour. The family value internalized in this scene is honesty, demonstrated through Youssef's attitude of not over-promising but remaining committed to meeting his son's needs.

The Value of Discipline

Representative

This scene shows Youssef, Kareema, and Mansour in front of the school. Youssef is seen bending down and straightening Mansour's uniform.



Object

The object in this scene is Youssef, who is escorting his children to school.

Interpretation

This scene illustrates that Youssef not only delivers his children to school safely and on time, but also takes care to ensure the neatness of their appearance.

Family Values: Discipline. Youssef implicitly instills the value of discipline through his actions, ensuring neat uniforms and punctuality, so that his children become accustomed to orderly behavior in their daily lives.

The scene at minute 29:02 shows Youssef escorting Kareema and Mansour to school while straightening Mansour's uniform before entering the school grounds. In Peirce's semiotics study, This action serves as a representation that points to the object of a father's attention and concern for his child's well-being. From their relationship, an interpretation emerges in the form of Youssef's full attention, despite having to fulfill a dual role. The family value internalized in this scene is discipline, where Youssef indirectly teaches Mansour that neatness and punctuality are important habits to cultivate from an early age.

Representation

Youssef: Mansour, no more matches or football, until you focus more on your studies and get better grades!

This scene shows Youssef visibly angry with Mansour for lying to him and deleting school emails from his phone without his permission. Youssef ultimately punishes Mansour by banning him from soccer matches and practice.

Object

The object in this scene is Youssef's outburst of emotion toward Mansour for lying to him, as well as his firm response to his upbringing.

Interpretant

This scene signifies that Youssef's anger is not merely an outburst of emotion, but rather a father's firmness in educating his son. The punishment of being banned from soccer is not a form of violence, but rather a consequence that Mansour must accept so that he becomes wiser.

Family Values

Discipline: Youssef explicitly enforces the value of discipline through punishment, namely being banned from soccer until Mansour's academic performance improves. This action is not an act of violence, but rather a way for the father to establish concrete consequences so that Mansour learns the importance of responsibility. The scene at minute 31:05 of episode 5 shows Youssef's decisiveness as a single father when he discovers Mansour is hiding his poor grades by deleting school notifications on his phone. In response, Youssef imposes a consequence by banning Mansour from playing soccer until his grades improve. From Charles Sanders Peirce's semiotic perspective, Youssef's actions and dialogue serve as representations, demonstrating a father's firmness in prioritizing his child's education. This representation refers to the object of parental responsibility and discipline regarding the child's development. The relationship between the two suggests that Youssef's actions are not merely an outburst of emotion, but rather a manifestation of his concern for instilling the value of discipline in Mansour.

Hard Work Value

Representative

Youssef: Good morning, my sun.

This scene shows Youssef preparing lunch for Kareema and Mansour in a messy kitchen. Youssef is also seen waking up early to prepare lunch, iron clothes, and wake his children.

Object

The object in this scene is a single father trying to prepare his children's needs before school.

Interpretation

This scene interprets the concrete evidence of Youssef struggling to prepare his children's needs before school. The messy kitchen signifies Youssef's process of change.

Family Values: Hard work. Youssef demonstrates hard work not in grandiose ways, but in small ways, such as waking up early, preparing lunch, ironing clothes, and waking his children. These are tangible manifestations of the hard work of a single father learning from scratch to care for his children.

The scene at minute 44:28 of episode 2 shows Youssef waking up early to prepare lunch, ironing clothes, and waking his children before school. According to Peirce's semiotic theory, all of Youssef's activities in this scene, along with his warm greeting, "Good morning, my sunshine," serve as representations, demonstrating Youssef's efforts in carrying out his parenting role. This representation refers to the object, the hard work of a single father trying to meet his children's needs before school. From their relationship, an interpretation emerges, reflecting Youssef's consistent efforts to fulfill responsibilities he had never previously undertaken. The messy kitchen further emphasizes Youssef's adaptation process and struggles in learning his new role as a single parent.

Representative

This scene shows Youssef, Mansour, and Kareema watching a movie on their day off. Youssef is seen sitting between his two children, enjoying their time together.

This scene shows Youssef, Mansour, and Kareema watching a movie on their day off. Youssef is seen sitting between his two children, enjoying their time together.

Object

The object in this scene represents the presence of a single father who fills his children's

day off by accompanying them to the cinema as a form of quality time.

Interpretation

This scene illustrates that Youssef not only meets his children's basic needs but also creates moments of togetherness with them.

Family Values: Hard work. Youssef demonstrates his responsibility as a single father not only in everyday practical matters, but also in ensuring his children have happy moments and fond memories with their father, especially in the wake of the loss of their mother.

The scene at minute 36:28 of episode 2 shows Youssef spending time with Kareema and Mansour by watching a movie on a school holiday. As a father who was previously more focused on work, Youssef's presence in this shared moment shows a change in how he carries out his role as a single parent. From Charles Sanders Peirce's semiotic perspective, Youssef's position sitting between his two children functions as a visually captured representamen. This representamen refers to the object of a father's active involvement in creating moments of togetherness with his children. From their relationship, it emerges that Youssef begins to understand that a father's role extends beyond fulfilling material needs to being present during his children's happy moments. The family value internalized in this scene is hard work, reflected in Youssef's efforts to make time and create beautiful memories with his children despite the loss of their mother.

Responsibility Value

Representational

This scene shows Youssef and Kareema in their bedroom. Kareema is seen watching a YouTube video of her late mother. Youssef, seeing this, approaches and gently kisses Kareema's head while embracing her.



Object

The object in this scene is a father's affection, present during his child's grief and longing for his mother.

Interpretation

This scene illustrates that Youssef is not only physically present but also sees Youssef's reflection. The kiss on Kareema's head serves as a nonverbal sign that demonstrates his sensitivity to the psychology of his child, who has just lost his mother. Family Values: Responsibility. Youssef fulfills his responsibilities as a single parent by being reflectively present when his child needs him, not just fulfilling his material needs.

The scene at minute 42:02 shows Youssef's reflective response as a father to his son, Kareema, who misses her mother through a YouTube video showing her dedications during her lifetime. From Peirce's semiotic perspective, Youssef's act of kissing Kareema's head serves as a visual representation. This sign refers to the object of a father's sensitive and responsive presence. From their relationship, a meaning of sincere and deep affection emerges. Through this scene, the value of responsibility is represented not only through fulfilling material needs, but also through Youssef's presence as a single parent.

Representation

This scene shows Youssef taking Mansour to the soccer field and meeting with his coach, Hanafi. Youssef is seen accompanying Mansour's training session on the sidelines, directly supporting his son's activities.

Object

The object in this scene is the father's presence, accompanying and supporting his son's talent and interest in soccer practice.

Interpreter

This scene depicts Youssef's continued presence, accompanying and accompanying him as a form of support for Mansour. This represents

a new commitment for Youssef as a single parent, actively supporting and accompanying Mansour, so that the child still feels valued and not alone despite the absence of a mother.

Family Values: Responsibility. Youssef demonstrates his responsibility as a single parent not only by meeting basic needs but also by actively accompanying and supporting Mansour's talent, so that the child feels valued and not alone in his life without a mother.

The scene at minute 14:23 shows Youssef accompanying Mansour during soccer practice with coach Hanafi. Unlike previously, when he tended to be busy and less involved due to his work, Youssef now shows a change after Aminah's departure.

From Charles Sanders Peirce's perspective, Youssef's presence on the sidelines serves as a representational role, referring to the father's active involvement in supporting his child's interests. This relationship creates an interpretation of Youssef's new commitment as a father to remain present for his daughter. This scene reflects the value of responsibility in a father's role.

Representational Role

Youssef: "I will sit in the front row and clap very loudly."

Youssef: "My father will sit in the front row and applaud very loudly." This scene shows Youssef and Kareema talking in Kareema's room. Youssef is trying to support Kareema in her school theater audition.

Object

The object in this scene is a single father's active support in building his daughter's confidence, who is hesitant to participate in theater auditions due to the loss of her mother, who was usually her primary supporter.

Interpreter

This scene interprets Youssef's presence in supporting Kareema's interests and talents. Youssef's promise to sit in the front row and clap

the loudest is not just words but a firm statement that he is ready to be his daughter's front line, replacing the role previously held by Amina.

Family Values

Responsibility: Youssef demonstrates his responsibility as a single father by being there to build Kareema's confidence, which is faltering due to the loss of her mother's support. He doesn't let Kareema lose her enthusiasm, but rather consciously takes over Amina's role as his daughter's primary supporter.

The scene at 9:47 of episode 3 shows Kareema's hesitation to participate in theater auditions after losing Amina, who has always supported her. In this scene, Youssef attempts to assume the role of support for Kareema. Based on Peirce's semiotic theory, Youssef's dialogue, promising to sit in the front row, serves as a representation of a father's support for his child. This relationship suggests that Youssef is not only present as a father but also seeks to replace Aminah's role in building Kareema's self-confidence. The family value internalized in this scene is responsibility, demonstrated through Youssef's full involvement and support for his children.

CONCLUSION

After conducting research, collecting data, analyzing it, and producing visual and verbal depictions and analyses of the internalization of family values, the researcher reached the following two conclusions.

First, based on Charles Sanders Peirce's semiotic approach, this study found that the construction of the role of the single father in the drama series *Catalog* is represented through various visual and verbal signs in twenty-three scenes across eight episodes. These signs construct the character of Youssef as a father figure who undergoes a transformation from a figure who was previously less involved in parenting to a father who is actively present, responsible, and involved in the lives of his children after his wife's departure. Through the relationship between representamen,

objects, and interpretants, the drama series *Catalog* not only functions as a medium of entertainment but also represents a new construction of the father figure in contemporary Arab families, namely as a breadwinner and caregiver who is involved in the child's development process.

Second, this study found that the internalization of family values ??in the drama series *Catalog* is manifested through four main values ??that are gradually represented through visual and verbal signs in each scene. Responsibility is the most dominant value, represented in nine data points, demonstrated through Youssef's presence and active involvement in every aspect of his children's lives. Discipline is present in two data points, demonstrating Youssef's actions instilling order in his daily routine while enforcing consequences for irresponsible behavior. Honesty is found in three data points, reflecting Youssef's open admission of past failures and his honest commitment to his children. Hard work is present in four data points, reflecting Youssef's consistent efforts in carrying out his parenting role from the ground up, both in small, everyday matters and in creating meaningful moments together for his children.

This research also demonstrates that visual media, particularly drama series, plays a crucial role in representing family character values ??through audio-visual cues that can be deeply interpreted. Therefore, this research is expected to contribute to the study of semiotics, media literature, and the study of family and fatherhood representations in contemporary Arab media.

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