

## **ABSTRACK**

***Fetra, Aisyah Rahmadhani. 2017. Culture Identity of Minangkabau In Merantau The Movie. Essay, Major of Visual Communication Design, School of Creative Industries. Telkom University, Bandung.***

*Merantau film displays Minangkabau cultures and displays the culture of merantau as a common thread in the story. Merantau culture has become one of the cultural identity in Minangkabau tribe. How the merantau culture is displayed in this film becomes the main purpose of this research. This study specifically discusses the culture of merantau as one of the Minangkabau cultural identity through the mise en scene contained in the film. This research uses qualitative interpretative research method. The analytical method used is Roland Barthes semiotics analysis using the second level of meaning system (denotative and connotative). The results of this study found that the Minangkabau culture is displayed only in general and also the culture contained in the movie Merantau is a supporter factors in merantau at the film. Merantau can also be said as one of the identity of Minangkabau culture formed from primary and secondary groups.*

***Keywords:*** *Cultural Identity, Merantau, Minangkabau, Semiotics*