

ABSTRACT

The matrilineal kinship system in which the lineage follows the mother's side makes the women of Minangkabau possess the most important part in society. The matriarchy of the Minangkabau community is shown in the rabab of Malin Kundang of Pesisir Selatan. Malin Kundang story that is delivered in the form of a poem does not only tell Malin's rebellious, but also include the matriarchal culture found in West Sumatera. Since poetry is a narrative poem, the words and sentences used are arranged in such a way as to form an attractive matriarchal discourse in a regional literature. The objective of this research is to know the discourse of matriarchy in the rabab of Malin Kundang of Pesisir Selatan. Malin Kundang is based on semiotic analysis of Michael Riffaterre. This research is a qualitative research using constructivist paradigm. This research uses semiotic analysis of Michael Riffaterre with heuristic readings; hermeneutic readings; matrix, model, and variant; and hipogram. The result shows that the poet uses certain words in Minang language that are poetic to raise the discourse of matriarchy in poetry. The words chosen are in addition to express the matriarchal discourse which is then inserted into a sign, also to keep the a-a-a-a rhyme in place.

Keywords: *Semiotics, Michael Riffaterre, Matriarchy, Poem.*