

ABSTRACT

Matrilineal system is a kindship system in Minangkabau tribe where the lineage of the family follows the mother's side. Because of that, the women position in Minangkabau is very special. It is undeniable that the development of times has led into a cultural shift that has made this system begin to be ignored because it was only informed by mouth to mouth and from school lessons. Comic is a media that now not only used as entertainment only but can also be a medium for education. Also, this media is very popular especially among teenagers and children because it contains pictures and stories which are certainly more interesting to read. The purpose of this design, people especially younger generation can easily understand the matrilineal system in Minangkabau. In this research, writer uses interview, questionnaire, and literature review as method of collecting datas. And for analysis method, writer use comparison matrix analysis method. With the presence of this comic as a medium of public information, people especially teenagers can more easily understand the matrilineal system in Minangkabau.

Keywords : Matrilineal System, Minangkabau Tribe, Comic