

ABSTRACT

The tradition of malamang or making *lemang* is a tradition that has been born and developed in West Sumatra, to be precise the Minangkabau people. The Malamang tradition is a must for people in West Sumatra, especially in coastal areas such as Padang Pariaman, who have Islamic teachings run deep inside their communities. Malamang is being held every year at the time of the Prophet Muhammad SAW's Birthday. In some areas, *malamang* is done for funeral practices, such as praying for seven days, forty days, or one hundred days of death of a family member who has died.

However, over time, the malamang tradition has disappeared in the Minangkabau community. The loss of public interest in the traditions of the night leads to a lack of understanding of the cultural value, meaning and message embodied in the *malamang* tradition. People can no longer make *lamang*, especially the younger generation and people who live in urban areas. Science and technology, which are increasingly advanced and developing, are one of the factors that the *malamang* tradition has started to leave behind. Even though *lamang* is one of the Minangkabau traditions which has deep values and meanings.

This final assignment of a documentary film entitled “GELIAT MALAMANG DI UJUNG ASA” with a total duration of 15 minutes. This documentary tells a provide information about the value and meaning about the *malamang* tradition. This final assignment is made based on the theory of cultural communication, cultural inheritance, and is packaged based on cinematography, lighting and sound systems. Research techniques used to gain data is by means of observation, interviews, and literature study.

Keywords: Malamang, West Sumatra Tradition, Documentary Film