

ABSTRACT

There are two major cultures that have a strong influence on the Indonesian archipelago, one of them being the Minangkabau culture. Having the meaning 'Buffalo that won' the word Minangkabau is derived from the word Manangkabau, it was told in Tambo that the kingdom of Pagaruyung would be conquered by the kingdom of Majapahit. A buffalo fight was held and the kingdom of Pagaruyung won the buffalo fight so the people started calling it Minangkabau. Minang tribe adheres to a democratic system, they solve problems by the way of deliberation. Minangkabau culture has a lot of uniqueness, ranging from art, language, sports, traditional houses, food, and much more. But in this modern era Minangkabau people who carry out Minangkabau customs and values who also understand their origins and history are very rare, there are little to no media to study the Minangkabau culture, storytelling about the ancestors has slowly dissipated, and also the Minangkabau wanderers who have adapted to the culture in where they live are also one of the reasons why Minangkabau culture has slowly begun to be forgotten. In the designing of the final project using data collection methods in the form of literature studies such as; illustration, color, layout, typography, and also the study of the Minangkabau culture and questionnaires. Analysis methods that are used in the making of this report and designing the designing of this artwork are the SWOT analysis and matrix analysis. The result of this design will be an educational medium in the form of an activity book for children ages 6-9. It is expected that the result of the final project can be used to educate the young about the Minangkabau Culture.

Keywords: Minangkabau Culture, Children's Education, Illustration.