

ABSTRACT

The Sea Tribe is one of the maritime's indigenous people spread across of the small islands the Riau Islands. They live nomadicall such as moving from islands. Being a small community in the middle of of the Malay community, the Sea Tribe became a minority ethnic group, although as historically, the group has been existed on the islands before Indonesia's independence. There are such as negative stigma that said between the locals, the Sea Tribe being called as an unhygienic lack of education, and scary because practicing some magic, even though the Sea Tribe has a lot of knowledge and wisdom that locals doesn't.

This design using qualitative method, based on observation of the Sea Tribe in the Riau Islands province. Interviews were fulfilled with a design and culture experts. As for questionnaires aimed for the people of the Riau Islands aged 15-23 years. Literature studies based on some journals, books, articles related to the topic of Suku Laut of the Riau Islands. And for the analysis uses the comparison matrix and SWOT methods to determine weaknesses, strengths, opportunities and threats.

The solution execution was to design educational media in the form of an illustrated book about the Sea Tribes in the Riau Islands, to take out the negative stigma by introducing their local wisdom. This design can provide various benefits, namely increasing knowledge about the Sea Tribe. Such as studying the history, getting to know the culture again, and learning the existing moral values. With this design, expected to preserve the culture that has been lost.

Keywords: *The Sea Tribe of the Riau Islands, Cultural Value, Illustration Book.*