

ABSTRACT
PRESERVATION CULTURE THROUGH FILM MEDIA
(CONTENTS ANALYSIS OF MINANG KABAU MARTIAL ARTS
PRESERVATION ON FILM)

By

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The background of this research is the widespread circulation of film genre horror, comedy and romance drama movie comes with the main dish Merantau silat martial arts fights makes this movie very distinctively national culture of Indonesia.

In an effort to remind people with martial arts which is the native culture of the Indonesian nation that had long been abandoned, the movie felt to be the right choice as a medium for delivering it's message. Martial art is Indonesian cultivation (culture), to defend and preserve it's existence (independence) and integrity (unity) on the environment and natural surroundings to achieve harmony of life and to increase faith and piety to God the Almighty (Murhananto, 1993:4 .) This film were expected to have affect on public perception of the group concerned. As an efforts to preserve the culture, especially Minangkabau martial art culture. Based on those thoughts, then obtained the formula of problem is: What form of Minang Kabau martial art preservation in Merantau movie? The purpose This study is to explain Minang Kabau martial arts preservation of behavior in Merantau movie.

This study used a qualitative approach and content analysis methods as knife analysis. The unit of analysis that being used are the scenes in the movie Merantau. Based on existing categories, the scenes in the movie Merantau disaggregated charge Minang Kabau martial arts conservation behavior, then being interpreted to generate a representation. Not only shows the manifest content (the visible meaning), but this study also reveal the latent content (the hidden meaning) in describing Minang Kabau martial arts of behavior preservation in the film.

The results of this study indicate that the film Merantau as the construction of reality from the film maker, containing a total of 11 scenes 86 scenes representations of Minang Kabau martial arts preservation behavior. The preservation behavior of the Minang Kabau martial art shown by the characters in this film discribing a picture message that the behavior of defending the right and the weak must always be done in order to create good in life and still hold on to the values of kindness. Although this study does not address the representation of certain social groups who perform conservation behavior, but it's possible that in society there is the behavior depicted in this film.