

## **ABSTRACT**

*Lestari, Anggi Ayu. 2022. Feminism in Minangkabau Culture in the Serial Musikal Nurbaya Film. Thesis. Visual Communication Design Studies. Faculty of Creative Industries. Telkom University. Bandung.*

*The Nurbaya Musical Series is a film that explains the discrimination that occurs to Minangkabau women, of course this is very contradictory in Minangkabau culture which adheres to a matrilineal system, where women are central figures in the family and society. This condition encourages the emergence of feminist groups in the film to restore the position of Minangkabau women. The purpose of this research is to find out the feminism that occurs in Minangkabau culture and the opposition to discrimination experienced by women in the Minangkabau culture in the Nurbaya Musical Series. The method used in this research is Roland Barthes' semiotic analysis method to find elements of feminism in the Nurbaya musical series. mise en scene and narrative elements in the Nurbaya Musical Series film, which starts from Episodes 1 to 6 and is supported by literature studies and interviews to obtain information related to research. As for the results of this study, feminism in Minangkabau culture occurs because of the patriarchal system that triggers the dominance of power over women.*

**Keywords:** *Musical Series Nurbaya, Feminism, Minangkabau Culture*