

ABSTRACT

The oldest tattoo culture in Indonesia is the Mentawai ethnic tattoo, which is known as the "oldest tattoo art in the world" since 53 BC. The tradition of the Mentawai ethnic with objects such as stones, animals and plants must be immortalized in the body because they are considered to function to balance nature, because the Mentawai ethnic considers all creatures to have a soul. Mentawai culture tattooing the body, sharpening teeth, treatment with sikerei, and other traditional rituals are prohibited. Modernization that has entered through infrastructure and community programs has slowly begun to erode Mentawai customs and culture, especially their Arat Sabulungan beliefs such as the Tattoo culture. This is a factor that traditional tattoos must be preserved, because Indonesia is famous for its cultural wealth. The research method used to solve this problem is the method of collecting data by observation and interviews and analyzing data by SWOT analysis and matrix analysis. The media that will be designed to be an information medium in the form of a zine about the traditional culture of Mentawai tattoos includes the types and designs of Mentawai people's tattoos. Zine media will be a reference for the younger generation to introduce/preserve the traditional Mentawai tattoo culture.

Keywords: *Culture, Mentawai, Traditional Tattoos, Zine*