

## **THE REPRESENTATION OF MINANGKABAU CULTURE IN THE FILM BUYA HAMKA**

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### **ABSTRACT**

*This study aims to analyze the representation of Minangkabau culture in the film Buya Hamka Volume 1 using a qualitative approach and Jonathan Bignell's Codes of Television Fiction method. This study identifies how cultural elements consisting of seven aspects according to Koentjaraningrat, namely language, knowledge systems, social organization systems, tools and technology systems, economic and livelihood systems, religious systems, and arts, are presented in the narrative, visuals, and dialogue in the film. The results of the study indicate that the film Buya Hamka not only presents the life story of a prominent Indonesian religious figure but also comprehensively depicts Minangkabau cultural values. Minangkabau language is used in dialogue, particularly Agam-Tanah Datar dialect, knowledge and religious systems are depicted through religious education at home and in suraus, social organization is reflected in the values of mutual aid and consultation, the economic system is depicted through activities such as migration and preaching, traditional technologies like bendi and rumah gadang showcase harmony with nature, and arts like carving and rabab music reinforce aesthetic and spiritual values. This film is not merely entertainment but also an educational media that introduces and preserves Minangkabau culture amid the tide of globalization.*

*Keywords: Cultural Representation, Minangkabau, Buya Hamka Film, Koentjaraningrat, Codes of Television Fiction.*

