

ABSTRACT

The drama series “13 Reasons Why Season 1” is a western drama series in attempt to express some common social issues but still taboo to be discussed, which one of them is slut shaming that often takes place in the daily lives of adolescent girls in school environments in the United States. This series tells a story of a high school student named Hannah Baker who left 13 reasons why she committed suicide and most of them involved slut shaming of her being labelled and harassed sexually by students of Liberty High. This study uses qualitative method with constructivist paradigm, and the analysis technique used the analysis of Roland Barthes’ semiotics. The results of this study reveal that the problem of slut shaming in women’s life is very alarming it could cause fatal action to its victim. The society in the US still considers women with a lot amount of sexual activities are despicable and being labelled as ‘bad woman’, so women being slut-shamed and also at the same time living in the society of rape culture where sexual harassment, rape and shaming against women is considered normal.

Keywords : drama series, slut shaming, sexual harassment, cyberbullying, semiotic analysis of Roland Barthes