

## INTISARI

Novel *Thirteen Reasons Why* merupakan novel *Young Adult* yang mengangkat fenomena bunuh diri. Penggambaran tentang kenakalan remaja dalam novel *Thirteen Reasons Why* tampak paradoks dengan karakteristik novel *Young Adult* yang memiliki cerita sederhana dan mengutamakan nilai moral. Kontradiksi ini membentuk asumsi bahwa Jay Asher sedang mereproduksi suatu tatanan wacana baru sebagai bentuk reaksinya atas kondisi sosial saat itu yang mana teknologi media sangat mempengaruhi nilai moral remaja. Hal tersebut menjadi sebuah pertanyaan apa yang sebenarnya ingin ditampilkan dalam novel *Thirteen Reasons Why*. Berdasarkan hal tersebut, penelitian ini hendak mengkaji novel *Thirteen Reasons Why* menggunakan analisis wacana kritis dari pemikiran Norman Fairclough. Metode yang ditawarkan Fairclough menggunakan analisis tiga dimensi, yaitu dimensi tekstual, praktik diskursif, dan sosial budaya. Hasil analisis pada dimensi teks mengungkapkan bahwa novel *Thirteen Reasons Why* menampilkan kritikan terhadap kemerosotan nilai moral di Amerika. Hal ini dapat dilihat dari representasi kenakalan remaja seperti perundungan, pelecehan seksual, penguntitan, serta bunuh diri. Wacana kenakalan remaja menghasilkan struktur nilai moral yaitu nilai individualisme, keberanian, kompetisi dan kepemimpinan. Hasil penelusuran dan analisis mengenai penafsiran pembaca terhadap novel *Thirteen Reasons Why* menunjukkan adanya ragam tafsir. Beragam tafsir yang timbul terhadap novel antara lain adanya pengecaman karena dianggap mendorong pembaca untuk melakukan bunuh diri. Namun, tidak sedikit juga yang memuji karena memberikan nilai positif berupa “*everything affect everything*”. Sementara itu, konteks sosial budaya yang mempengaruhi teks yang dikembangkan dalam novel *Thirteen Reasons Why* dilihat dari tiga aspek, di antaranya: (1) aspek situasional berkaitan dengan tahun diterbitkannya novel yang menampilkan Amerika dalam masa kemerosotan nilai moral; (2) aspek institusional yang melibatkan organisasi dalam produksi wacana sehingga mendatangkan banyak keuntungan secara ekonomi; dan (3) aspek sosial mengarah pada sistem budaya individualisme yang membentuk sebuah wacana kenakalan remaja.

**Kata kunci:** *Thirteen Reasons Why*, *Young Adult Genre*, Nilai Moral, Analisis Wacana Kritis.

## ABSTRACT

*Thirteen Reasons Why* novel is a Young Adult novel that depicts the phenomenon of suicide. The narration of juvenile delinquency in the novel *Thirteen Reasons Why* seems paradoxical to the characteristics of common Young Adult novels which are formulated with simple stories and tend to prioritize moral values. This contradiction somehow triggers an assumption in which Jay Asher is said to reproduce a contemporary discourse construction. The reproduction is inherently implemented as a form of his reaction towards social conditions in that media technology greatly influences the moral values in youth. This outlines the implication of what the novel *Thirteen Reasons Why* is all about. This study aims to examine *Thirteen Reasons Why* novel using critical discourse analysis by Norman Fairclough. The method offered by Fairclough implements a three-dimensional analysis, textual, discursive practice, and social practice. The results of the analysis text find that *Thirteen Reasons Why* shows criticism about the decline in America's moral values. This can be seen from the representation of juvenile delinquency such as bullying, sexual harassment, stalking, and suicide. The discourse of juvenile delinquency produces a structure of moral values, namely individualism, freedom, competition, and leadership. The results of investigating and analyzing the reader interpretation of *Thirteen Reasons Why* novel shows that there are various interpretations. Those various interpretations partly include criticism since the novel is considered to encourage readers to commit suicide. On the other hand, the novel is collecting positive responses for providing a valuable message, that everything affects everything. Meanwhile, the social context which influences the text developed in *Thirteen Reasons Why* novel is seen from three aspects, including (1) situational aspect concerns the publication time of the novel in which America is depicted through a period of decline in moral values; (2) institutional aspects involve the organization in production of discourse that brings about many economic benefits; and (3) social aspect leads to a cultural system of the individualism which forms a discourse on juvenile delinquency.

**Keywords:** *Thirteen Reasons Why*, *Young Adult Genre*, *Moral Values*, *Discourse*

**Anylisis.**