

Abstract

Drug abuse in television has become one of the common things to find, especially in television program that brings youth as their identity. Drugs have been an attraction to the viewers because not only drugs are one of the most dangerous substances, but drugs in television are similar to drugs in real life. The producers try to capture the reality in life and build out scenes that represent daily life. One of television programs that include drugs as their issue is *Skins UK TV Series*. This study is done by analyzing selected scenes of Tony, one of the main characters in *Skins UK TV series* season 1 and 2 and focusing on the representation of drug abuse in Tony's character, whether it is promoting or preventing drug abuse. In order to analyze the problem, the writer uses three levels of social codes of John Fiske's Television culture. The study finds that the representation of drug abuse in Tony's character is different from the reality and instead of preventing it; his character is promoting drug abuse.

Keywords: addiction; drug abuse; television; skins; youth

**“Drugs are a waste of time. They destroy your memory and your self-respect
and everything that goes along with your self esteem.”
— Kurt Cobain**