

## ABSTRACT

Enjokōsai is a social phenomenon which occurred in the Japanese society in 1990's. It can be defined as compensated dating, where high school girls having affair (usually along with sexual services) with middle aged man, and as a reward, the girls get some money or branded goods. In Japan, this theme is widely featured in many kinds of medias such as anime, manga, dramas and movies. Enjokōsai which is represented in anime can be observed in Initial D. The interaction between Natsuki Mogi and Papa in this anime is a fine example of Enjokōsai. How enjokōsai is being represented in this anime will be discussed by using semiotic approach from Roland Barthes.

keywords : *enjokōsai, highschool girl*

