

ABSTRACT

This study aims to analyze the moral transformation of Walter White's character in the television series "Breaking Bad" using Roland Barthes's semiotic approach and Friedrich Nietzsche's concept of the Six Tasks of the Camel Spirit. "Breaking Bad" tells the story of Walter White, a genius chemistry teacher who lives under economic pressure and suffers from cancer, until he finally becomes involved in the world of narcotics. The research employed a qualitative method with semiotic analysis techniques focusing on the denotative, connotative, and mythical meanings in key scenes of the series. The results show that Walter White undergoes a gradual moral transformation, starting from the first stage of the camel spirit, which is feeling ignorant and humble, to the sixth stage, which is overcoming resistance. Each stage of this transformation is represented through visual and narrative signs that reflect shifts in moral values, will to power, and the creation of new personal values by Walter. The study also finds that the myth of teachers as noble professions without material recognition is critically deconstructed in the series, particularly through Walter White's representation as a teacher who ultimately rejects the old values and creates his own moral structure. These findings contribute theoretically to media studies, semiotics, and moral philosophy, especially in understanding how popular cultural texts represent value crises and moral transformation of characters.

Keywords: *"Breaking Bad", Friedrich Nietzsche, Moral Transformation, Roland Barthes' Semiotics, Six Tasks of the Camel Spirit*