

## ABSTRACT

Sexual violence can occur anywhere, including in university environments, which should be ideally safe space for learning and personal development. However, sexual violence on campus is often overlooked or silenced in an effort to protect the institution's reputation. The film *Demi Nama Baik Kampus* addresses the issues of sexual violence in higher education, depicting how university authorities attempt to cover up such incidents to maintain their image, while also highlighting the role of professors in the power dynamics that affect the position of victims. This study aim to analyze the representation of sexual violence in the film using John Fiske's semiotic analysis approach, focusing on three levels of analysis: reality, representation, and ideology. The analysis reveals that the film portrays the fear, anxiety, and threats experienced by victims of sexual violence, using visual symbols such as dim lighting and specific colors to emphasize emotional trauma. At the ideological level, the film critiques the deeply ingrained patriarchy within campus culture, where professors, as authority figures, protect the perpetrators to preserve the institution's reputation. This study provides important insights into how sexual violence on campus is often hidden to protect institutional image, while positioning women in subordinate roles.

**Keywords:** *Sexual Violence, Campus, Professors, Patriarchy, John Fiske's Semiotic Analysis.*