

ABSTRACT

The entry of the prostitution industry in the campus environment becomes relevant when students are looking for quick and easy ways to earn money to fulfill lifestyles that are considered important. Its deviant and covert nature affects the way they communicate to maintain their anonymity as prostitutes. This study explores how these communication experiences affect the self-perceptions of student prostitutes and their interactions with academic and social environments. This research uses a qualitative method and phenomenological approach proposed by Edmund Husserl, with data collection methods of documents, in-depth interviews and participatory observations. While the data analysis technique used is the phenomenological analysis technique developed by Edmund Husserl, and uses the constructivism paradigm with the help of the Nvivo 12 application. The results show that student prostitutes use various communication strategies to maintain their academic image and adjust to the norms in the world of prostitution. The impact of this communication experience includes changes in self-perception and relationships with friends, lecturers, and customers that reflect the complexity of managing multiple identities in the context of social stigma. The communication experiences of student prostitutes can be used as an intervention for Indonesian educational institutions in tackling the prostitution industry in this educational environment.

Keyword: *Prostitution, Students, Communication Experience, Covert Communication, Symbolic Interaction*