

ABSTRACT

This research aims to find out how communication identity is formed in micro business actors in the field of Muslim fashion in West Java. The communication identity is analyzed using the Communication Theory of Identity developed by Michael Hecht and colleagues in 1980. This theory divides identity into four layers: personal layer, enactment layer, relational layer, and communal layer. The phenomenon that occurs shows that the communication identity of Muslim fashion micro-entrepreneurs in West Java is formed by various factors. This research uses qualitative research method with interpretive paradigm through structured interview technique to 30 micro business actors in West Java, and supported by one expert informant and one supporting informant. The results showed that in the personal layer, there is a customer-oriented identity by focusing on customers through the application of principles, values, and personal beliefs. In the enactment layer, there is a friendly attitude that prioritizes hospitality. In the relational layer, business actors have a solution-oriented identity in maintaining relationships. Finally, in the communal layer, there is an inspirational identity with the presence of community and West Javanese cultural values.

Keywords: *Communication Identity, MSMEs, Micro Business Actors, Muslim Fashion, West Java*