

ABSTRACT

This study focuses on the communication identity of Micro, Small, and Medium Enterprises (MSMEs) in the fashion sector in utilizing TikTok live shopping as an innovative marketing communication tool. The aim is to explore how the communication identity of fashion MSME actors in West Java is formed through live shopping activities. The research was conducted through observation, interviews, and documentation involving 30 fashion MSME participants. The findings reveal that the communication identity of these actors is reflected in their openness to innovation, digital adaptability, social sensitivity, and community collaboration. TikTok live shopping serves as a strategic medium to build business image, engage with audiences, and shape collective identity in the digital era. Strengthening individual capacity and community support is essential for MSMEs to remain relevant and competitive in the ever-evolving digital ecosystem.

Keywords: *Communication Identity, MSMEs, Fashion, TikTok Live Shopping, Digital Marketing*