

## **ABSTRACT**

*This study aims to analyze the communication identity of Generation Z parents in preschool education decision-making. The identity of Generation Z parents plays a role in the educational decision-making process for their children. This is because the development of the era also encourages changes in the values and communication patterns of parents in making decisions about children's education, especially at the preschool level. This phenomenon becomes interesting when studied within the framework of communication science. This study uses a qualitative method with in-depth interviews with Generation Z parents. Data analysis was carried out thematically with the help of NVivo 12 software and using the Communication Theory of Identity (CTI) proposed by Michael Hecht as an analytical tool. The results of the study show that the communication identity of Generation Z parents is formed through four layers of identity, namely personal, enactment, relational, and communal. Each layer shows how personal values, communication practices, social relations, and community norms shape educational decisions. The conclusion of this study confirms that the communication process and identity of Generation Z parents are contextual and collective and reflect adaptation to the dynamics of the times and the needs of children.*

**Keywords:** *Communication identity; Generation Z; preschool education; Communication Theory of Identity (CTI)*