

ABSTRACT

Understanding how Generation Z's communication identity is shaped through the use of English on social media is crucial in today's era of rapid digital cultural exchange. Generation Z represents a digitally native group highly exposed to global culture. In this context, English is used not only as a communication tool but also as a symbol of self-expression and social connectivity. This study adopts a qualitative approach through in-depth interviews with 30 key informants who are active users of English on social media, supported by two additional informants and one expert informant. The data were analyzed using the Communication Theory of Identity (Hecht, 1993), which includes four identity layers: personal, enactment, relational, and communal. The findings reveal that the use of English significantly contributes to the construction of digital identity among youth, including aspects of self-expression, social recognition, and integration into the global digital community.

Keywords: *Communication Identity; Generation Z; English Language; Social Media; Digital Culture*