

ABSTRACT

This study aims to explore the forms and processes of communication identity construction among micro-entrepreneurs in the garment sector in West Java. Communication identity, within the context of micro-enterprises, plays a crucial role in building a brand image, developing customer relationships, and sustaining business operations amid increasingly competitive market dynamics. A qualitative approach with an interpretive paradigm was employed to capture the subjective meanings attributed by business owners to their self-identity. Data were collected through in-depth interviews with primary informants, supporting informant, and expert informant. Nvivo 12 pro was used to assist in coding and thematic analysis. The findings indicate that communication identity is formed across four layers: personal, enactment, relational, and communal. Core values such as honesty, consistency, professionalism, and a strong connection to local culture emerged as foundational elements that distinguish these entrepreneurs from their competitors. Moreover, social media platforms are strategically utilized to express business identity in digital spaces—through visual storytelling, direct engagement, and promotional activities. The study concludes that communication identity is not only a form of self-representation but also a key strategy for ensuring the sustainability and growth of micro garment enterprises in the digital era.

Keywords: *Communication Identity, Micro-enterprises, Garment Industry, MSMEs, Nvivo*