

ABSTRACT

The advancement of internet technology has become a crucial factor in the development of humanity in various fields, including e-commerce. Seen from the perspective of changes in consumer shopping patterns, the shift to using e-commerce platforms has had a serious impact on the existence of traditional markets such as Tanah Abang. This topic is interesting to study due to the unique characteristics of Tanah Abang Market, which serves as a traditional trading center that prioritizes face-to-face interaction. In the context of the communication identity of entrepreneurs in Tanah Abang Market, the resistance to the adoption of digital commerce can be analyzed as a manifestation of defense against the old identity that has been proven safe and effective. This study seeks to investigate and understand in depth the communication identity of entrepreneurs in Tanah Abang Market in the context of accepting digital commerce as an innovation in sales activities. This study uses a qualitative research method with data collected through interviews and data analysis carried out using NVivo 12 Pro software using the Communication Identity Theory. The results indicate that the acceptance of digital commerce by Tanah Abang entrepreneurs is a complex issue involving various dimensions of communication identity. The challenge of technological literacy, concerns about the loss of direct interaction and customer trust, and the influence of community norms are important factors that need to be considered. Efforts to adapt entrepreneurs' communication identities to the digital realm must consider how to maintain a customer focus, build trust in new formats, and integrate fundamental aspects of commerce into the online environment while still paying attention to the social and emotional context of their communities.

Keywords: *Communication Identity, Tanah Abang Entrepreneurs, Digital Commerce, Innovation, Sales Activities*