

ABSTRACT

This research examines the communication identity of participants in the Silent Book Club community in Bandung, a reading group that emphasizes shared reading in silence, without the pressure of social interaction. The main focus of this study is to understand how communication identity is formed within an inclusive social space, particularly for individuals with introverted personalities. The study employs a qualitative approach with an interpretive paradigm, utilizing structured interviews, observation, documentation, and literature review as data collection methods. Data analysis was conducted using NVivo 12 Pro software, applying the Communication Theory of Identity (CTI) framework developed by Michael Hecht. The findings indicate that participants' identities are shaped by their preference for reading in silence and the freedom from social pressures. Although the activities are carried out in silence, participants still experience emotional connections and a sense of togetherness. The community serves not only as a reading space but also as a safe environment that allows individuals to be themselves without conforming to social expectations. This research concludes that the community provides an inclusive alternative social space that enables self-expression without the pressure of social interaction and fosters the development of authentic connections among individuals.

Keywords: communication identity, baca di bandung, introvert, inclusive space, reading community