

ABSTRACT

Fashion or clothing is included in the artifact category and can be one way for an individual to communicate his or her identity in a non-verbal way. Street style fashion was taken to limit the discussion about fashion in this study. The purpose of this research is to know the identity of user of street style fashion as non-verbal communication. The concepts and theories used in this study are about fashion, self-identity, non-verbal communication (artifactual). The method used in this research is qualitative research method, with descriptive case study approach. As a key informant, Sivia Aziah was chosen, a street style fashion user. The result of this research is Sivia as user of street style fashion has identity achievement as identity status. Since Sivia has much in common with this identity status, high self-confidence, strong stance and when there is an opinion or criticism, Sivia can respond quietly and not easily pro-location, as well as the photo background setting that Sivia chooses to help communicate street style fashion charged. Plus Sivia's room was decorated in accordance with his style.

Keywords: Fashion, Self-Identity, Non-Verbal Communication