

ABSTRACT

The aim of this research is talking about leadership development that a crucial process in preparing students to become adaptive and integrity-driven leaders in the future. This process goes beyond academic achievement, encompassing the enhancement of intellectual, social, and moral skills. Students need a personal development program with clear objectives, consistent guidance, and a supportive environment free from toxic elements. One important indicator in assessing the quality of such an environment is communication identity. Communication identity reflects how individuals and groups interact, create meaning, and reinforce shared values. This study aims to analyze how communication identity within the AIESEC Future Leaders program contributes to the development of student leadership skills. The research uses a qualitative approach based on Michael Hecht's communication identity theory and is supported by NVivo Pro 12 software for data processing and analysis. The findings reveal that communication identity in AIESEC Future Leaders is not only shaped through verbal interaction but also through meaningful actions that reflect technical, social, and practical values taught throughout the program. These organizational values and culture are internalized through structured and continuous training activities. This creates a positive development space where students feel valued, supported, and motivated to grow holistically. As a result, they are able to evolve into future leaders with vision, integrity, and strong collaborative capabilities.

Keywords: *Communication Theory of Identity, Leadership, Value.*