

ABSTRACT

This study aims to explore how a local entrepreneur in Penglipuran Village sustains her business through identity communication strategies. The main focus is on Mbok Aris, a local businesswoman who has successfully expanded her business from traditional costume rental to photography services, without abandoning traditional cultural values. This research employs a qualitative approach using an instrumental case study method. Michael Hecht's Communication Theory of Identity serves as the analytical framework, encompassing four key dimensions, personal, enactment, relational, and communal identity. Data were collected through in-depth interviews, observation, and documentation. The findings reveal that Mbok Aris consistently constructs her identity as a cultural actor capable of adapting to tourism development. She demonstrates openness in interacting with tourists, maintains warm relationships with customers, and continues to receive support from the local customary community. These findings contribute to a deeper understanding of identity communication dynamics within traditional tourism villages and offer practical insights for other local entrepreneurs aiming to grow their businesses while preserving cultural roots.

Keywords : Identity Communication, Traditional Village, Local Entrepreneur, Cultural Tourism, Case Study