

ABSTRACT

The “war” phenomenon for the book “Manusia dan Langit: Archives,” which sold out within minutes, indicates a strong consumer appeal that transcends mere product function. This study aims to understand the congruence between this cultural product and the communication identity of its consumers. Employing an instrumental case study qualitative method, data were collected through in-depth interviews, non-participant observation, and document studies. The data analysis was focused on the four layers of identity from Michael Hecht's Communication Theory of Identity (CTI): personal, enacted, relational, and communal. The findings reveal a strong congruence across all four layers. On the personal layer, consumers identify as sky lovers and creative individuals who find tranquility, aligning with the book's themes. On the enacted layer, the act of purchasing and sharing the book's content becomes an actively communicated performance of their identity. On the relational layer, the book serves as a communication bridge to validate their identity within their immediate social circles. Lastly, on the communal layer, owning the book functions as a physical symbol and a marker of membership within the sky-loving community. This study concludes that the book “Manusia dan Langit: Archives” acts not merely as a product, but as a significant symbolic artifact in the construction and communication of consumer identity.

Keywords: *Communication Identity, Consumer Identity, Consumer Behavior, Cultural Product.*