

ABSTRACT

The involvement of Generation Z women in the women's community is not only to gain experience, but also to become a space for them to form a communication identity. This research aims to find out how the communication identity of Generation Z women in the Ewomensgroup community. This research use a qualitative method with in-depth interviews as well as direct observation and observation through social media. This research was conducted using Michael Hecht's communication identity theory which consists of four layers: personal, enactment, relational, and communal. The results of the research on the personal layer display various individual characteristics, as someone who is empathetic, supportive, adaptive, open minded, up to date with the latest trends, expressive, likes to explore, shows flexibility in expression, is open to change, and shows identity as someone who is actively socializing. The enactment layer is seen in the way members express their identities through communication. At the relational level, supportive interpersonal relationships are built between members, while at the communal level, Ewomensgroup members mention that this community plays a role in improving communication skills and self-confidence. This community plays a role in forming a sense of solidarity among its members and plays a role in improving social skills.

Keywords: *communication identity, women, generation z, community*