

## **ABSTRACT**

### ***Transactional Communications of Hijabers Lampung Community In Group and Members Identity Formation***

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*In the development of the veil is no longer seen as just a conservative religious symbol, but now the veil can be used with more variant and fashionable because of the emergence of hijabers community. The Communities which are informal groups become one of facilities or place to exchange information continuously in transactional communication with closer and intimate to create a mindset and a certain identity. The purpose of this study was to determine what messages are exchanged in the communication process in Hijabers Lampung community to be able to establish the identity of the group and members of the community. Methods of This study used the descriptive qualitative methods, and symbolic convergence theory as the theory of analytic research. The Results of this study is there are different types of messages exchanged in Hijabers Lampung community which are religious messages, fashion messages type, fashion promotional message type and rumors or gossip messages types. That messages created the identity of the community as an active hijabers communities in Lampung, exclusive community, consumer communities, and communities that promote the existence and to created the identity of member as fashionable muslimah.*

**Keyword:** *Community, Transactional Communications, Symbolic Convergence Theory*