

## ABSTRACT

### **Identity Construction of Lavinia as Seen in *Social Creature* Novel by Tara Isabella Burton**

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*This research delves into the identity construction seen in Lavinia's character in *Social Creature* novel written by Tara Isabella Burton. The main objective is to analyze second protagonist character named Lavinia, while in the narrative complexities reflected personal-relational identity construction related to communication in social media interaction.*

*In line with *Communication of Identity Theory* by Michael L. Hecht, the researcher employs a descriptive qualitative method and meticulously analyzes narrations and written dialogue from the novel. The study is strengthened by references from journal publications and views from notable individuals, resulting in a thorough framework for the investigation.*

*The findings revealed that communication is essential in the construction or formation of personal and relational identities and can construct a perception of identity. Moreover, Lavinia's social media presence becomes a canvas for crafted identity as an online persona. The role of CTI created two parts with each aspect into: personal identity, such as name, appearance, and social media presence; and relational identity, including interaction with other individuals, inside jokes, and shared language.*

**Keywords:** *Communication, Identity Construction, Personal-Relational Identity, Social media.*