

## ABSTRACT

The phenomenon of impulsive buying behavior among teenage girls in the age range of 19-24 years is experiencing a very rapid increase, the phenomena of spontaneous or impulsive shopping is driven by a variety of internal and external factors, the desire to show the self image that is shown to others, desire for acceptance of its environment, and also the wish of adolescent girls to remain trendy, fashionable. The theory used in this study is the Theory of Communication about Identity, which is considered relevant to be the theoretical basis for this research related to self-image of impulse buying behavior in teenage. The type of research method conducted on the research related to "E-commerce shopee 19-24 year-olds' behavior using a qualitative research method using a constructivist approach or paradigm. The objective of the study was to find out the implications of impulse buying behavior by young girls aged 19 to 24 and to identify factors that influence impulse shopping behaviour. Based on the results of research carried out on 7 informants giving significant results that teenage girls aged 19-24 years doing impulsive purchases, the majority of adolescents fall into the categories of pure impulse buying and suggestion impulses buying, and based on the theory of communication about the identity of the teenage girls in this study is at the level of layers Personal frames and Enected frames.

Key words: identity communication, impulse buying, e-commerce Shopee, teenage girls.