

AUDIENCE UTILIZATION OF TIKTOK TRENDS: FUTURE OPPORTUNITIES AND CHALLENGES OF CITIZEN JOURNALISM

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ABSTRACT

This research aims to explore citizen journalism content on Tiktok. To understand this, this study analyzed content made by residents with the theme of fires in Bromo. The research method is qualitative content analysis by analyzing ten videos made by the most popular residents on Tiktok related to the Bromo fire. The results show that Tiktok content can act as a new way to develop citizen journalism. However, there are issues of information accuracy and subjective emotions that allow information to be biased. In its presentation, citizen journalist information on Tiktok prioritizes many emotional and interaction factors. These two factors play a major role as a space for discourse exchange between citizens while making information spread very quickly.

Kata Kunci: *journalism, citizen journalism, tiktok*