

## ABSTRACT

*Tiktok is a social media that is currently being widely used by the public to find information in the form of visual messages and brief explanations. Social media does not only act as an entertainment medium, but also as a process of exchanging news and information that is used by conventional media. This study aims to find out the reason Suara.com uses Tiktok social media as a medium for disseminating news and information and how the process of producing content containing such news and information. This study uses the theory of Social Information Processing (SIP) Josep Wallther (1992) which is a theory about message delivery using technology. The research as a whole is written in a qualitative method with a descriptive approach. Data were obtained through observation, interviews and document collection with Miles and Huberman data analysis techniques. The validity was tested by triangulation of data collection methods. The results show that the reason for using Tiktok social media by Suara.com is because information can be more easily reached by the audience through the Tiktok application. Information is packaged through production stages that utilize Tiktok's social media features in it.*

**Keywords:** *Utilization of social media, Tiktok, Information Dissemination, Social Media.*