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The Utilization of Tiktok in Digital News Publications: Analysis of Criminal Content on North Sumatra @Kompastvmdn and @Tvri Accounts

Susanti Jambak

Universitas Islam Negeri Sumatera Utara, Indonesia

Abdul Rasyid

Universitas Islam Negeri Sumatera Utara, Indonesia

^aEmail: susanti0603221024@uinsu.ac.id **

^bEmail: abdulrasyid.ikom@uinsu.ac.id

**Corresponding Author

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Abstract

This study aims to analyze the utilization of TikTok in the publication of criminal news on the accounts @kompastvmdn and @tvrisumut, as well as to compare the content presentation strategies used by local and regional public media in digital journalism practices. This research employed a qualitative descriptive comparative approach. Data were collected through qualitative content analysis of 10 criminal news videos uploaded on TikTok and in-depth interviews with account managers from both media institutions. The analysis focused on visual presentation, storytelling, captions, hashtags, audio, and audience engagement strategies in criminal news content. The findings reveal that both media utilize TikTok as a fast and interactive platform for digital news dissemination; however, they apply different presentation strategies. Kompas TV Medan appears more adaptive to TikTok characteristics by using dynamic visuals, storytelling techniques, captions, and hashtags to attract audience attention. In contrast, TVRI SUMUT tends to maintain conventional television-style news presentation while incorporating a human-interest approach. The study also found that

successful criminal news publication on TikTok is influenced not only by news content, but also by visual strategies, platform feature optimization, and the media's ability to adapt to digital audience behavior while maintaining journalistic ethics. This study is limited to two TikTok news accounts and a small sample of criminal news videos, thus limiting broader generalization. This research contributes to digital journalism studies by highlighting how local and public media adapt criminal news publication strategies to TikTok as a new media platform.

Keywords: *TikTok, Crime News, Content Analysis, Social Media*

INTRODUCTION

The development of digital technology has fundamentally changed the way people obtain, consume, and distribute information. The presence of new internet-based media has driven the transformation of mass communication systems from a one-way model to more interactive, participatory, and real-time communication. In this context, social media no longer only functions as a means of social interaction, but has developed into the main space for people to access various information, including news. The shift in information consumption patterns can be seen from the increasing use of digital platforms as a source of news that has even begun to surpass conventional media such as television and newspapers (Arifin et al., 2025) and (Aisah & Nursatyo, 2024). This phenomenon shows a change in people's communication culture that increasingly relies on digital media to meet daily information needs.

From the perspective of Islamic Communication and Da'wah, the development of digital media presents both opportunities and challenges in the dissemination of information. Islam views communication not merely as the transmission of messages but as a moral responsibility that must uphold the values of truthfulness (ṣidq), verification (tabayyun), justice ('adl), wisdom (ḥikmah), and social responsibility (Ghozali et al., 2025). These principles are explicitly emphasized in the Qur'an, particularly in Surah Al-Hujurat verse 6, which instructs believers to verify information before accepting and disseminating it (Asfar & Prayoga, 2024). In the contemporary digital environment, where information circulates rapidly and often without adequate fact-checking, these ethical principles have become increasingly relevant. Therefore, digital communication practices, including news dissemination on social media platforms, need to be examined not only from technological and journalistic perspectives but also through the lens of Islamic communication ethics.

Islamic communication ethics directly influence how news should be presented on social media. The principle of *tabayyun* requires journalists and media organizations to verify facts before publication, particularly in criminal reporting where inaccurate information can damage reputations and create public misinformation (Khiyaroh, 2024). Likewise, the principle of justice ('adl) encourages balanced reporting that avoids premature judgment and respects the presumption of innocence, while the value of protecting human dignity (*karāmah al-insān*) requires media practitioners to avoid exposing victims' identities, displaying graphic content, or exploiting human suffering for audience engagement (Husnia Amro Br Sinaga & Anang Anas Azhar, 2025). Consequently, ethical communication is reflected not only in the accuracy of information but also in the selection of visuals, narrative framing, language use, and audiovisual elements employed in digital news content.

These ethical considerations become particularly important on TikTok, where algorithm-driven content often encourages brief, emotionally engaging, and highly shareable presentations. While such characteristics can increase audience reach and engagement, they may also contribute to sensationalism, clickbait practices, and the oversimplification of complex criminal cases. Criminal news, as one of the most frequently consumed categories on social media, carries significant ethical responsibilities because it relates to public security, law enforcement, and social conflict. From an Islamic communication perspective, the success of news dissemination should not be measured solely by views, likes, or engagement metrics, but also by its ability to promote public understanding, social responsibility, justice, and ethical awareness (Meerangani et al., 2025). Therefore, the presentation of criminal news on social media platforms should be assessed not only from journalistic and technological dimensions but also from the perspective of Islamic communication ethics that emphasize truthfulness, fairness, compassion, and accountability in the dissemination of information.

The change in media consumption patterns is seen significantly in the younger generation who tend to leave television and prefer social media as the main source of information. The increasing penetration of the internet in Indonesia and the ease of access through mobile devices have made people consume more news through digital platforms. One of the platforms that has experienced the fastest growth is TikTok. Originally known as a short video-based entertainment media, TikTok has now developed into an information distribution medium that includes educational content, da'wah, politics, culture, and actual news. TikTok's characteristics that combine visual, audio, text, and interactivity elements allow information to be conveyed in a brief but engaging manner so that it is easily accepted by the audience,

especially the younger generation (Nurhasanah et al., 2023). According to (Tedy et al., 2023) and (Ahmad et al., 2026) The use of audio elements and sound effects in TikTok videos can build a certain emotional atmosphere so as to strengthen the audience's attention and response to the content presented.

Based on surveys (Coe, 2023) and (Kalogeropoulos et al., 2026) the percentage of users accessing news through TikTok increased from around 22% in 2020 to 43% in 2023. The data shows that almost half of TikTok users use the platform to get the latest news and information. Even in 2025, TikTok will reportedly surpass YouTube and Instagram as the main platforms for news consumption for young people aged 18–29. This increase is not only happening in entertainment and lifestyle news, but also in crime news that is now widely consumed through TikTok due to its actual, accessible nature, and presented in a short video format.

This development has encouraged various media institutions to use TikTok as a digital news publication channel. Not only national media, local media and regional public media are also starting to adapt to the new digital communication ecosystem. In the context of this study, TikTok accounts @kompastvmdn and @tvrismut are interesting objects of study because both are active in distributing news to the people of North Sumatra, including criminal news. Kompas TV Medan as a local private media operates in an environment of high audience competition so that it tends to prioritize the speed and attractiveness of content. Meanwhile, TVRI North Sumatra as a public broadcasting institution has a mandate to provide public information services that emphasize the functions of education, literacy, and public interests. These differences in institutional character have the potential to produce different communication strategies in packaging and conveying criminal news through TikTok.

Criminal news is one of the categories of news that has a high level of consumption on social media because it is related to security issues, social conflicts, law violations, and people's daily lives. In the perspective of Islamic communication, the presentation of criminal news not only serves to provide information, but also has a moral responsibility to avoid slander, exploitation of victims, the spread of hatred, and excessive sensationalism. Therefore, the way the media constructs criminal news is an important aspect to study, especially on digital platforms that have the character of spreading information very quickly and widely.

Studies on the use of TikTok as a news medium have grown in recent years. Research (Arifin et al., 2025) shows that the TikTok account ANTARA News uses a short video format to convey information on crimes against women with an informative and sensitive visual approach to the victim. The research confirms that TikTok can function as an alternative

medium in the distribution of criminal news. Furthermore, the research (Salma & Ulil Albab, 2023) found that TikTok is not only used as a medium for disseminating news, but also as a means of branding digital media through creative and interactive content delivery strategies. Other research conducted (Nurrochman & Urfan, 2024) and (Amalia & Taufik, 2024) shows that the mass media's adaptation of TikTok is a form of digital journalism transformation that is oriented towards increasing audience engagement.

However, previous studies still focused on the general function of TikTok as a media distribution medium for information distribution and media branding strategies. Research that specifically compares the characteristics of the presentation of criminal news in media with different institutional settings, especially between local private media and regional public media, is still relatively limited. In addition, most previous research has used digital and journalistic communication perspectives without linking them to the ethical values of Islamic communication which are an important foundation in the process of disseminating information in Muslim societies. Thus, there is still room for research that needs to be filled regarding how the media constructs criminal news on TikTok and the extent to which the practice reflects the principles of responsible communication.

Based on these conditions, this study offers novelty through a comparative analysis of crime news content published by TikTok @kompastvmdn and @tvrisumut accounts. The novelty of the research lies not only in the object of the study that compares local private media and regional public media, but also in the use of the perspective of Islamic Communication and Da'wah to analyze digital journalistic practices on social media. Through this approach, the research seeks to explain how visual, audio, narrative, and content presentation strategies are used in constructing criminal news and how these practices can be understood within the ethical framework of Islamic communication in the era of digital transformation.

This study aims to analyze the use of TikTok as a digital news publication medium through a study of the characteristics of the presentation of criminal news on @kompastvmdn and @tvrisumut accounts. In particular, this study aims to identify the form of presentation of criminal content, compare the communication strategies used by the two media, and examine its relevance to the principles of Islamic communication in the digital space. The results of the research are expected to make a theoretical contribution to the development of the study of Islamic Communication and Da'wah, especially regarding the transformation of journalistic practices in new media. In addition, this research is also expected to make a practical contribution to media institutions in developing a crime news publication strategy that is

informative, interesting, responsible, and in line with the ethical values of Islamic communication in the digital era.

RESEARCH METHOD

This study employed a qualitative approach with a descriptive comparative design. A qualitative approach was considered appropriate because the research aimed to explore and understand the construction, meaning, and communication practices underlying the publication of crime news on TikTok rather than measuring causal relationships between variables. Qualitative research enables researchers to investigate social phenomena in their natural contexts and to interpret how media organizations adapt journalistic practices to digital platforms (Waruwu, 2023). The descriptive comparative design was used to identify similarities and differences in the presentation of crime news between two media institutions with different organizational characteristics, namely Kompas TV Medan as a local private media outlet and TVRI North Sumatra as a public broadcasting institution.

Data were collected through content analysis, in-depth interviews, and documentation. For the content analysis, a purposive sampling technique was employed to select ten crime-news videos, consisting of five videos from the TikTok account @kompastvmdn and five videos from @tvrismut. The videos were selected based on several criteria: (1) they focused specifically on crime-related issues, (2) they were published within the same observation period, (3) they generated relatively high audience engagement compared with other crime-related posts on the respective accounts, and (4) they contained complete communication elements, including visuals, audio, captions, and hashtags. The selection of ten videos was considered sufficient for in-depth qualitative analysis because the objective of the study was not statistical generalization but an intensive examination of content characteristics and communication strategies. This sample size allowed the researchers to compare patterns of news presentation while maintaining analytical depth and contextual understanding (Putri & Murhayati, 2025).

Content analysis focused on visual composition, audio usage, narrative construction, captions, hashtags, and audience engagement features. Semi-structured in-depth interviews were conducted with social media administrators and editorial personnel from both media organizations to explore editorial decision-making processes, content production strategies, audience engagement considerations, and perceptions of TikTok as a digital journalism platform. Documentation techniques were also employed to collect supporting materials such

as video archives, screenshots, captions, hashtags, and organizational documents related to social media management. These complementary sources enabled data triangulation and strengthened the credibility of the findings (Zakariah, Askari & Afriani, 2020).

Data analysis followed an interactive qualitative analysis model consisting of data reduction, categorization, interpretation, and conclusion drawing (Arianto, 2024). Data obtained from content analysis, interviews, and documentation were reviewed and reduced to retain information relevant to the research objectives. Subsequently, the data were organized into thematic categories, including visual presentation, audio utilization, narrative construction, audience interaction, and journalistic adaptation strategies. NVivo software was utilized to facilitate systematic coding, thematic organization, and comparison of findings across data sources. The resulting themes were interpreted by relating empirical findings to theories of new media, digital journalism, and Islamic communication ethics, particularly regarding responsible information dissemination in digital environments.

This study adhered to established ethical standards in qualitative research while also reflecting the ethical principles emphasized in Islamic Communication and Da'wah studies. Prior to data collection, all interview participants received detailed information regarding the objectives, procedures, and voluntary nature of the study, and informed consent was obtained before interviews were conducted. Participants were assured that their responses would be used solely for academic purposes and that their identities and personal information would remain confidential. These procedures align with the Islamic values of honesty (*ṣidq*), trustworthiness (*amānah*), justice (*'adl*), and respect for human dignity (*karāmah al-insān*), which emphasize ethical responsibility in both communication practices and research activities.

Furthermore, the principle of *tabayyun* (verification) informed the research process through the systematic cross-checking of information obtained from interviews, content analysis, and documentation. To enhance the credibility and trustworthiness of the findings, methodological triangulation was employed by comparing evidence obtained from multiple data sources. Member checking was conducted by confirming selected interview interpretations with participants to ensure the accuracy of researchers' interpretations, while peer debriefing with fellow researchers was undertaken to strengthen analytical rigor and reduce potential bias. These procedures not only support the reliability and validity of the

findings but also reflect the Islamic communication commitment to verification, accountability, and responsible knowledge production (Flick, 2018).

ANALYSIS AND DISCUSSION

Digital News Presentation Strategies on TikTok: A Comparison between *@kompastvmdn* and *@tvrismut*

Based on the results of content analysis of 10 crime news videos, consisting of 5 videos from TikTok *@kompastvmdn* accounts and 5 videos from *@tvrismut* accounts, as well as the results of interviews with media managers, it was found that the two media have different patterns and strategies in utilizing TikTok as a digital news publication medium. These differences can be seen in the aspects of news presentation, the use of TikTok features, content visualization strategies, approaches to audiences, and the application of journalistic ethics in the publication of criminal news.

The results of the study show that TikTok accounts *@kompastvmdn* more adapt the news format to the characteristics of digital media consumption on TikTok. Most crime news videos are presented briefly by going straight to the core of the information without using an opening or long lead like in a conventional television news format. Based on the results of the interview, this strategy was carried out because TikTok audiences tend to have a short attention duration so the media must be able to attract the attention of the audience in the first few seconds of the video. These findings show that Kompas TV Medan applies a digital storytelling strategy by utilizing the beginning of the video as a trigger for the audience's curiosity to keep watching until the end. Additionally, *@kompastvmdn* accounts consistently use captions and hashtags on every crime news post. Captions are used as a brief summary of news content, while hashtags are used to expand the reach of content distribution through TikTok's algorithmic system. The use of this feature shows that Kompas TV Medan understands the characteristics of information distribution on digital social media which are greatly influenced by the optimization of platform features.

From the aspect of visualization, crime news videos on *@kompastvmdn* account are presented in a fast, dynamic, and trendy visual style. The use of short video clips, short text on the screen, field visuals, and quick editing techniques make content look more attractive to the younger generation as the dominant user of TikTok. Based on the results of the interview, Kompas TV Medan stated that the visual presentation was deliberately adjusted to the preferences of the digital audience so that information was easier to receive and increase user

engagement. Despite adjusting to social media trends, the results of the study show that Kompas TV Medan still maintains journalistic ethics principles in the publication of criminal news. Any information published remains through a verification process and takes into account the balance of information. The media emphasized that the orientation to engagement and virality should not ignore journalistic accuracy and responsibility.

Meanwhile, the TikTok account @tvrismut show different characteristics of presenting news. Based on observations, most of the published crime news videos still maintain the pattern of presenting conventional television. The news format used tends to be formal with a delivery structure that resembles a television show, although the duration has been adjusted to the needs of the TikTok platform. These findings show that TVRI North Sumatra still maintains the identity of public broadcasting media in the practice of digital news publication. However, the results of the interview show that TVRI North Sumatra continues to make adjustments to the characteristics of TikTok, especially through a human interest approach in presenting criminal news. News not only focuses on the elements of the event, but also displays the social and humanitarian side of the criminal cases that are reported. This approach is used to build empathy and social awareness of the community towards criminal issues that occur.

From the visual aspect, TVRI North Sumatra uses a typical visual identity of the media through the use of branding colors, bold text, and a more formal visual appearance. In addition, the results of the interviews show that TVRI North Sumatra consistently uploads news content every day as a strategy to maintain account existence and increase audience engagement. However, based on the results of content analysis, most criminal news uploads on @tvrismut account do not use captions or hashtags. This condition makes content distribution less optimal in reaching TikTok's audience because captions and hashtags are an important part of the platform's algorithm system.

The findings of the study also show that the presentation style that still resembles television makes news content on @tvrismut account look more formal and less in line with the fast media consumption pattern that is the main character of TikTok users. As a result, the audience's interest rate to watch the video to completion tends to be lower than that of @kompastvmdn accounts. Overall, the results of the study show that the success of crime news publication on TikTok is not only determined by news content, but also influenced by the media's ability to understand the characteristics of digital audiences, utilize platform features, build visual storytelling, and adjust news formats to social media consumption patterns. These

findings also show that the character of media institutions also influences the strategy of presenting crime news on TikTok, where local media tend to be more adaptive to digital trends, while public media maintains conventional journalistic patterns in the new media space.

Crime News Publication on TikTok from the Perspective of Islamic Communication Ethics

The findings of this study indicate that the publication of crime news on TikTok cannot be assessed solely from the perspective of digital journalism and audience engagement but must also be viewed through the ethical framework of Islamic communication. In Islamic teachings, communication is regarded as a moral responsibility that requires truthfulness (*ṣidq*), verification (*tabayyun*), justice (*ʿadl*), trustworthiness (*amānah*), and social accountability (Meerangani et al., 2025). These principles are particularly relevant in the digital era, where information spreads rapidly and can influence public opinion within a short period of time. Previous studies have emphasized that Islamic communication ethics provide an important normative framework for addressing the challenges of misinformation, disinformation, and unethical digital communication practices (Imam & Al, 2025). Therefore, media institutions are expected not only to disseminate information efficiently but also to ensure that the information presented is accurate, balanced, and beneficial to society. The findings reveal that Kompas TV Medan emphasizes speed, concise storytelling, and audience engagement in its TikTok content. Although the account adopts dynamic visual techniques and platform-oriented communication strategies, interview results indicate that all crime news content continues to undergo verification and editorial review before publication.

This practice reflects the Islamic principle of *tabayyun*, which requires verification of information before dissemination. Similar findings were reported by Asfar et al. (2024), who argue that *tabayyun* serves as a fundamental ethical mechanism for preventing the spread of false information in digital environments. In the context of crime reporting, verification is essential because inaccurate or incomplete information may lead to public misunderstanding, reputational damage, and unjust judgments toward individuals involved in criminal cases. Thus, the adaptation of journalistic content to social media trends should not compromise the obligation to ensure factual accuracy and fairness.

Similarly, the findings from TVRI North Sumatra demonstrate a commitment to ethical communication through its human-interest approach to crime reporting. Rather than focusing exclusively on criminal incidents, TVRI North Sumatra highlights the social and humanitarian

dimensions of reported cases. This approach aligns with the Islamic principle of preserving human dignity (*karāmah al-insān*), which emphasizes respect for individuals and discourages the exploitation of suffering for commercial or entertainment purposes. Previous research by (Elfiza et al., 2024) found that Islamic communication ethics emphasize the protection of human dignity, empathy, and social harmony in public communication. By presenting crime news in a manner that encourages empathy and public awareness, TVRI North Sumatra contributes to the educational and social functions of mass communication while avoiding excessive sensationalism. These findings support previous studies suggesting that ethical journalism should prioritize public benefit (*maṣlahah*) over commercial interests and audience attraction alone (Meerangani et al., 2025).

The study also highlights the ethical responsibility of audiences in consuming and sharing crime-related information on social media. Islamic communication ethics emphasize that responsibility for information dissemination does not rest solely with media organizations but also with audiences as information recipients and distributors. In the TikTok environment, where users can easily comment on, repost, and share content, audiences are expected to exercise critical judgment and practice *tabayyun* before accepting or disseminating information. This finding is consistent with Bahri and Sassi (2025), who argue that digital literacy from an Islamic perspective requires audiences to verify information before sharing it with others.

The principle outlined in Surah Al-Hujurat verse 6 underscores the importance of verifying information to prevent the spread of misinformation, prejudice, and social conflict. Therefore, audience engagement should not be limited to passive consumption but should involve ethical participation that promotes accurate understanding and constructive public discourse. Overall, the findings suggest that successful crime news publication on TikTok should not be measured exclusively by engagement indicators such as views, likes, comments, and shares. From the perspective of Islamic communication ethics, success is also reflected in the ability of media organizations to provide verified information, uphold justice, respect human dignity, avoid sensationalism, and contribute to public education. Consequently, the transformation of journalism on social media platforms should be accompanied by a commitment to ethical communication values that balance technological innovation with moral responsibility toward society. These findings reinforce previous research showing that Islamic communication ethics remain highly relevant in guiding digital journalism practices

amid the increasing influence of algorithms, virality, and audience-driven media consumption (Khiyaroh, 2024) and (Achmad et al., 2026).

The Utilization of Tiktok in Digital News Publications: Analysis of Criminal Content on North Sumatra *@Kompastvmdn* and *@Tvri Accounts*

The results of the study show that TikTok has developed into an important medium in the transformation of digital news publications, including in the dissemination of criminal news by local media and regional public media. The findings of the study show that TikTok *@kompastvmdn* and *@tvrismut* accounts both use TikTok as a means of distributing information, but both have different patterns of adaptation to the characteristics of digital social media. These differences show that the character of media institutions influences the strategy of presenting criminal news, both in terms of content visualization, the use of platform features, and the journalistic approach applied.

Based on the results of the research, Kompas TV Medan looks more adaptive in adapting the news format to the characteristics of TikTok as a new medium. The presentation of news that directly entered the core of the event showed a change in news production patterns from conventional television formats to shorter, faster, and interactive digital communication formats. The storytelling strategy in the first few seconds of the video is a form of adaptation to the behavior of the TikTok audience which has a short attention span and tends to move to other content quickly. These findings are in line with research (Saputri et al., 2023) and (Wirz & Zai, 2025) which explains that online media remediates news by adjusting visual selection, the use of trendy music, and account management to be able to attract the attention of digital audiences. In addition, the use of captions and hashtags by Kompas TV Medan shows the media's understanding of the content distribution mechanism in the TikTok algorithm.

Captions not only serve as a complement to the information, but also help the audience quickly understand the gist of the news before watching the video in full. Meanwhile, hashtags are used as a strategy to expand the reach of content distribution through TikTok's recommendation system. These findings show that in digital social media, the success of news publication is not only determined by the quality of information, but also influenced by the media's ability to optimize the features of digital platforms. Thus, digital journalistic practices no longer focus only on news production, but also on distribution strategies and audience engagement. In terms of content visualization, Kompas TV Medan presents crime news with a fast, dynamic visual style that follows social media trends. The use of short video clips, visual

text on the screen, and fast editing shows that there are media efforts to adjust communication styles to the preferences of the younger generation as the dominant users of TikTok.

These findings show that digital media tends to combine journalistic elements with visual entertainment strategies to make information more easily received by the audience. However, the results of the interview show that Kompas TV Medan still maintains the principles of journalistic ethics through the process of news verification and information balance. This is an important finding because it shows that media adaptation to digital trends does not necessarily eliminate basic journalistic values. Unlike Kompas TV Medan, TVRI North Sumatra still maintains the characteristics of conventional television media in TikTok news publications. Most crime news videos are presented in a formal format that resembles a television show, although the duration has been shortened to suit the needs of digital platforms. These findings show that TVRI North Sumatra utilizes TikTok more as an additional distribution medium than as a platform that requires major changes in news production patterns. This condition shows that there is a difference in orientation between local private media and regional public media in responding to new media developments.

Nevertheless, TVRI North Sumatra continues to adapt through a human interest approach in presenting criminal news. This approach shows that crime news is not only positioned as information about crime events, but also as a means of building social empathy and public awareness of the impact of a criminal event. This strategy is relevant to the function of mass media as a means of public education and public information services. These findings also show that public media still maintains a social orientation in digital journalistic practices.

From the visual side, the use of TVRI North Sumatra's signature branding colors and firm text shows that there is an effort to build a media identity on the digital platform. In addition, the consistency of daily uploads is one of the important strategies in maintaining the existence of media on TikTok. However, the results of the study show that the lack of captions and hashtags in most uploads causes content distribution to be less than optimal. In the context of social media, captions and hashtags are important elements to increase engagement and expand audience reach (Al-Rawi, 2019) and (Gelli et al., 2015). As a result, videos on @tvrismut accounts tend to attract less attention to TikTok users than @kompastvmdn accounts that are more active in utilizing the platform's features.

The findings of this study support a new media theory developed by (McQuail, 2010) and (Rasyid et al., 2026) which explains that digital media creates a more interactive, fast, and participatory form of communication. In the context of this study, TikTok not only functions

as a news distribution channel, but also as a space for interaction between media and digital audiences. Media that are able to adapt the presentation format to the characteristics of the platform and the needs of the audience will more easily gain user attention and engagement. In addition, the research findings are also relevant to the theory of uses and gratifications put forward by (Blumler & Katz, 1974) and (Kautsar & Manurung, 2026) which explains that the audience actively chooses the media according to the needs and satisfaction they want to get. TikTok users tend to choose news content that is short, visual, quick to understand, and emotionally appealing.

Therefore, media that are able to adapt news presentation patterns according to the needs of digital audiences have a greater chance of retaining user attention. This research contributes to the field of mass communication and digital journalism because it shows how local television media and regional public media adapt to the development of TikTok social media in the publication of criminal news. This study also expands the study of digital journalistic practices by showing that the success of media on TikTok is influenced by the media's ability to understand the platform's algorithms, build visual storytelling, optimize digital features, maintain upload consistency, and maintain journalistic ethics in the midst of increasingly competitive digital media competition. In addition to making a theoretical contribution, this research also has practical implications for the mass media in developing digital news publication strategies.

The media is not only required to produce accurate information, but must also be able to adapt news formats to the consumption patterns of digital audiences without ignoring journalistic principles. The findings of this study also open up further research opportunities regarding the influence of TikTok algorithms on news consumption patterns, audience engagement levels towards crime news, and changes in television journalism practices in the era of digital social media.

CONCLUSION

This study aimed to examine how TikTok is utilized as a platform for digital crime news publication by comparing the content strategies of @kompastvmdn and @tvrismut. Specifically, the research sought to identify the characteristics of crime news presentation, explore differences in communication strategies between a local private media institution and a public broadcasting institution, and analyze these practices within the framework of new media theory and Islamic communication ethics. The findings demonstrate that TikTok has

become an effective medium for the transformation of digital journalism, particularly in the dissemination of crime-related news.

Both media organizations have adapted their journalistic practices to the platform's audiovisual and interactive characteristics; however, they employ different communication strategies. Kompas TV Medan exhibits a higher level of adaptation to TikTok's digital culture through concise storytelling, dynamic visual presentation, strategic use of captions and hashtags, and audience-oriented engagement techniques. In contrast, TVRI North Sumatra maintains several characteristics of conventional television journalism while integrating human-interest narratives, institutional branding, and consistent content publication. These findings indicate that institutional background significantly influences how crime news is constructed and distributed on social media platforms.

From a theoretical perspective, this study reinforces New Media Theory by confirming that digital platforms fundamentally reshape news production, distribution, and audience engagement. More importantly, within the field of Islamic Communication and Da'wah, the findings affirm that technological transformation does not diminish the relevance of Islamic ethical principles but rather amplifies their necessity. Core values such as *ṣidq* (truthfulness), *amānah* (trustworthiness), *ʿadl* (justice), *tabayyun* (verification), and moral responsibility remain essential in guiding digital journalism practices. In the context of Da'wah, social media platforms like TikTok function not only as channels of information dissemination but also as arenas of moral communication, where every piece of content has the potential to shape public perception, behavior, and ethical awareness. Therefore, Islamic Communication theory is strengthened by this study through its application to contemporary digital crime reporting, showing that Da'wah-oriented communication must also engage critically with speed, virality, and algorithm-driven visibility without compromising ethical integrity.

Practically, this study provides important guidance for media organizations operating in digital environments. First, media institutions are encouraged to integrate Islamic communication ethics into editorial policies by ensuring accuracy, verification (*tabayyun*), and balance in every stage of content production. Second, crime news dissemination on TikTok should be designed not only for engagement but also for public responsibility, avoiding sensationalism, exaggeration, or content that may lead to social harm. Third, journalists and content creators should adopt platform-specific storytelling techniques—such as concise narratives, strong visual framing, and responsible use of hashtags—while maintaining

adherence to ethical standards derived from Islamic values. Fourth, media organizations should develop internal ethical monitoring systems that align digital journalism practices with both professional codes and Islamic moral principles.

These findings may serve as a reference for journalists, content creators, and media managers in designing digital news strategies that balance audience engagement with ethical responsibility. The scientific contribution and novelty of this study lie in its comparative analysis of crime news content produced by two different media institutions operating within the same regional context but under distinct organizational mandates. Unlike previous studies that primarily focused on TikTok as a news distribution platform or branding tool, this research integrates the perspectives of digital journalism, new media theory, and Islamic communication ethics. This interdisciplinary approach offers a more comprehensive understanding of how media institutions negotiate technological demands and ethical responsibilities in the digital era.

Nevertheless, this study has several limitations. First, the research focused only on two TikTok accounts and analyzed a limited number of crime news videos within a specific observation period. Consequently, the findings cannot be generalized to all digital news organizations in Indonesia. Second, the study primarily relied on content analysis and interviews with media practitioners, while audience perceptions and reception of crime news content were not explored in depth. These limitations may influence the broader applicability of the findings. Future research is encouraged to expand the scope of analysis by including a larger number of media organizations, longer observation periods, and diverse social media platforms.

Further studies may also investigate audience engagement patterns, algorithmic influences on news visibility, digital literacy issues, and audience perceptions of journalistic ethics in social media environments. In addition, integrating Islamic communication theories with emerging digital media frameworks could enrich scholarly understanding of ethical journalism in contemporary Muslim societies. In conclusion, this study advances the understanding of how digital transformation is reshaping journalistic practices in social media environments while reaffirming the enduring relevance of Islamic communication ethics in the dissemination of public information. The findings demonstrate that effective digital journalism requires not only technological adaptation and audience engagement strategies but also a commitment to ethical values that ensure credibility, responsibility, and public trust in contemporary media communication.

Declaration of AI and AI-Assisted Technologies in the Writing Process

During the preparation of this manuscript entitled "*The Utilization of TikTok in Digital News Publication: A Content Analysis of Crime News on the @kompastvmdn and @tvrismut Accounts*", the authors used ChatGPT (OpenAI) as an AI-assisted writing tool to support language refinement, grammar checking, academic paraphrasing, and improvement of manuscript organization. The tool was also utilized to assist in enhancing the clarity and readability of the text in accordance with academic writing standards. After using this tool, the authors carefully reviewed, revised, and validated all content to ensure its accuracy, originality, and consistency with the research findings. The authors take full responsibility for the interpretation of data, research analysis, conclusions, and the final published version of the manuscript. No AI tool was used to generate research data, conduct data analysis, or make scholarly interpretations presented in this study.

CRedit Authorship Contribution Statement

Susanti Jambak: Conceptualization, Data Curation, Investigation, Formal Analysis, Methodology, Visualization, Writing – Original Draft, and Writing – Review & Editing. Susanti Jambak. Department of Communication Science, Faculty of Social Sciences, State Islamic University of North Sumatra, Indonesia. Email: susanhandayani829@gmail.com

Abdul Rasyid: Supervision, Validation, Methodology, Project Administration, Resources, Writing – Review & Editing, and Final Approval of the Manuscript. Abdul Rasyid. Department of Communication Science, Faculty of Social Sciences, State Islamic University of North Sumatra, Indonesia. Email: abdulrasyid.ikom@uinsu.ac.id

Declaration of Competing Interest

The authors declare that they have no known competing financial interests, professional affiliations, or personal relationships that could have appeared to influence the work reported in this paper entitled "*The Utilization of TikTok in Digital News Publication: A Content Analysis of Crime News on the @kompastvmdn and @tvrismut Accounts*." The authors further declare that the research was conducted independently and objectively. No external funding agency, commercial entity, political organization, media institution, or other third party had any influence on the study design, data collection, data analysis, interpretation of findings, manuscript preparation, or decision to publish the results.

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Data Availability Statement

The data that support the findings of this study, including TikTok content analysis materials, interview transcripts, and supporting documentation, are available from the corresponding author, Susanti Jambak, upon reasonable request. Requests for access to the data can be directed to susanhandayani829@gmail.com. Due to ethical considerations and privacy protection of informants, certain interview data may not be publicly shared. However, anonymized data and research materials can be provided for academic purposes upon appropriate request. The second author, Abdul Rasyid, as the supervising lecturer, confirms that the data management and availability procedures comply with academic research standards at Universitas Islam Negeri Sumatra Utara.

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Ethical Approval Statement

The authors confirm that this study was conducted in accordance with established ethical research standards applicable to social science and communication studies. The research did not involve any medical or clinical procedures, and no patient-identifying or sensitive personal health data were used. All data collected from TikTok content analysis and interviews were obtained with informed consent from participants, ensuring that participation was voluntary and that confidentiality was maintained throughout the research process. This study was conducted under the academic supervision of Abdul Rasyid, Faculty of Social Sciences, State Islamic University of North Sumatra. Ethical considerations related to data collection, participant privacy, and data usage were fully observed by the authors, Susanti Jambak and Abdul Rasyid. No formal institutional ethical approval number was required for this type of non-clinical social media research.

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AUTHOR BIOGRAPHIES

Susanti Jambak is a student of the Communication Science Study Program, Faculty of Social Sciences, State Islamic University of North Sumatra, Indonesia. Her academic interests include digital communication, social media studies, and media content analysis, particularly in the context of new media and digital journalism. She has been actively involved in academic research focusing on the utilization of social media platforms such as TikTok for news dissemination and public communication. Her current research explores the transformation of digital news production, especially crime news content on social media. She can be contacted at: susanhandayani829@gmail.com.

Abdul Rasyid is a lecturer in the Communication Science Study Program, Faculty of Social Sciences, State Islamic University of North Sumatra, Indonesia. He serves as a supervisor for undergraduate research in the field of communication studies. His academic interests include media studies, Islamic communication, digital journalism, and public communication strategies. He has supervised numerous student research projects focusing on media transformation and digital communication practices in Indonesia. He can be contacted at: abdulrasyid.ikom@uinsu.ac.id.