

ABSTRACT

Pandawaragroup is a group of five teenagers during their school years who became a community on social media. Pandawaragroup is active on Tiktok and has millions of views. The focus of their Tiktok is news about environmental issues that occur and educate the audience. Researchers want to see how Pandawaragroup develops issues about environmental care in Tiktok content as a public discourse to sensitize the public. Researchers chose critical discourse analysis theory with the Norman Fairclough model. This research uses a qualitative method with a critical discourse analysis approach of the Norman Fairclough model. The purpose of this study is to determine the construction of information on social media content about environmental awareness by Pandawaragroup as a public discourse on the Tiktok platform. The results of this study show that Pandawaragroup's Tiktok content is in accordance with the principles of critical discourse by Norman Fairclough, namely the text dimension, the discursive practice dimension, and sociocultural practices. Researchers get information construction about care and the environment built in Tiktok content by Pandawaragroup. In Norman Fairclough's critical discourse analysis approach, Pandawaragroup uses a selection of words that are easy to translate. Researchers see that Pandawaragroup produces content about caring and the environment on the Tiktok platform based on a phenomenon that is taking place and produces texts containing discourses on caring for environment to provide messages to audiences. Pandawaragroup also applies aspects that look at situational, institutional, and social contexts.

Keywords: *Pandawaragroup, Content, Tiktok, Critical Discourse Analysis, Caring Environment*