

CELEBRIFICATION PROCESS OF CELEBRITY CHILDREN ON TIKTOK: A STUDY ON MEDIA EXPOSURE, PERSONAL CHARACTERISTICS, AND PUBLIC ENGAGEMENT

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Introduction

Background

- The development of information technology and the digital revolution have transformed communication and social interaction (Juntiwasarakij, 2018; Wang et al., 2024).
- Social media, particularly TikTok, has become a key platform for shaping identity and popularity (Benbya et al., 2020; Schreiner et al., 2021).
- TikTok allows anyone to become famous through its "For You Page" (FYP) algorithm, which accelerates content virality (Putri & Azeharie, 2021).
- Celebrity children such as Rayyanza Malik Ahmad (Cipung), Bilqis Khumairah Razak, and Gala Sky Ardiansyah have become a new phenomenon on TikTok, attracting millions of followers and interactions.
- This phenomenon aligns with the concept of celebrification, which refers to the process of becoming a celebrity through media exposure (Driessens, 2013).
- The impact of celebrification on children remains understudied, particularly in relation to identity formation and psychosocial development (Weber, 1948; Alberoni & McQuail, 1972).

Introduction

Previous Studies

- Hasna (2022): Found that the popularity of social media celebrities is influenced by authentic content and audience engagement.
- Mefita & Yulianto (2019): Examined how influencers like Awkarin shape audience perceptions of lifestyle and identity.
- Wati (2019): Showed that social media celebrities significantly influence the consumption behavior of young women.
- Research Gap:
 - Previous studies focused mainly on teenage and adult influencers, with little attention to celebrity children on TikTok.
 - Account management for celebrity children is often handled by parents, unlike teenage or adult influencers who manage their own content.

Research Question

- How does the celebrification process of celebrity children on TikTok occur?

Research Objectives

- To analyze the factors driving the celebrification of celebrity children on TikTok.
- To identify the impact of media exposure, personal characteristics, skills, and popularity on their celebrification.

Literature Review

Micro-Celebrity Theory (Senft, 2008)

- Individuals can achieve fame through digital technology such as social media.
- Self-presentation and personal branding are essential in building an online celebrity persona.

Celebrification Concept (Driessens, 2013)

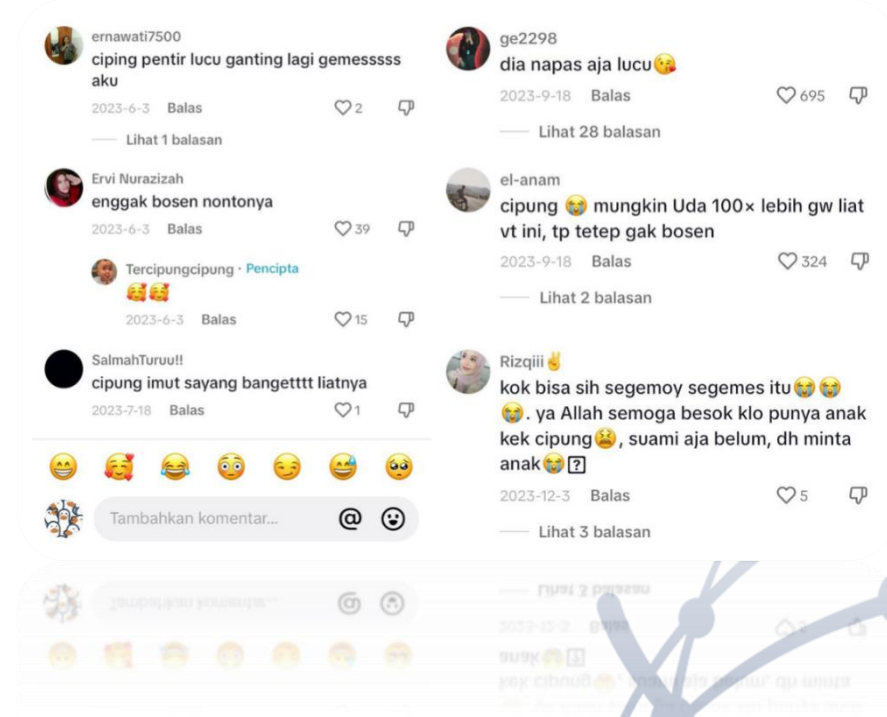
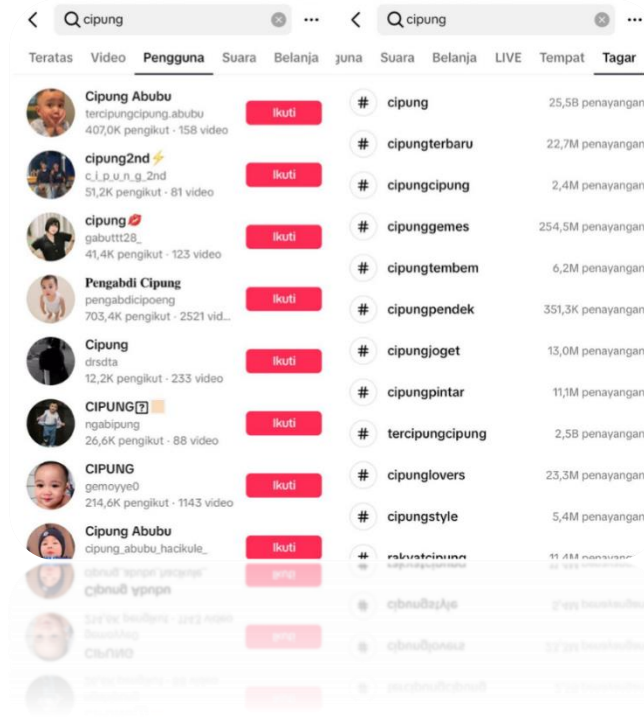
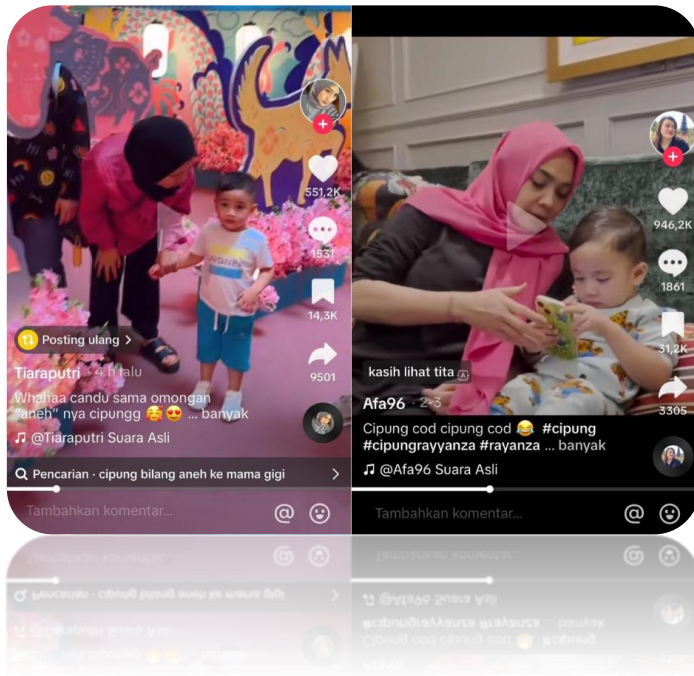
- Celebrification refers to the process of becoming a celebrity through media exposure.
- Key factors of celebrification:
 - Media exposure: The frequency of appearances on social media.
 - Personal characteristics: Unique traits that attract public attention.
 - Skills or talents: Special abilities that distinguish individuals.
 - Popularity: The level of engagement, followers, and virality on social media.

Research Methodology

- **Approach:** Qualitative research using the netnographic method (Kozinets & Gretzel, 2024).
- **Research Focus:** Celebrity children on TikTok (Cipung, Bilqis, Gala).
- **Data Collection Techniques:**
 - Content analysis of TikTok videos featuring celebrity children.
 - Literature review from journals and articles on celebrification in social media.
- **Data Analysis Techniques:**
 - Data categorized based on celebrification indicators: media exposure, personal characteristics, skills, and popularity.

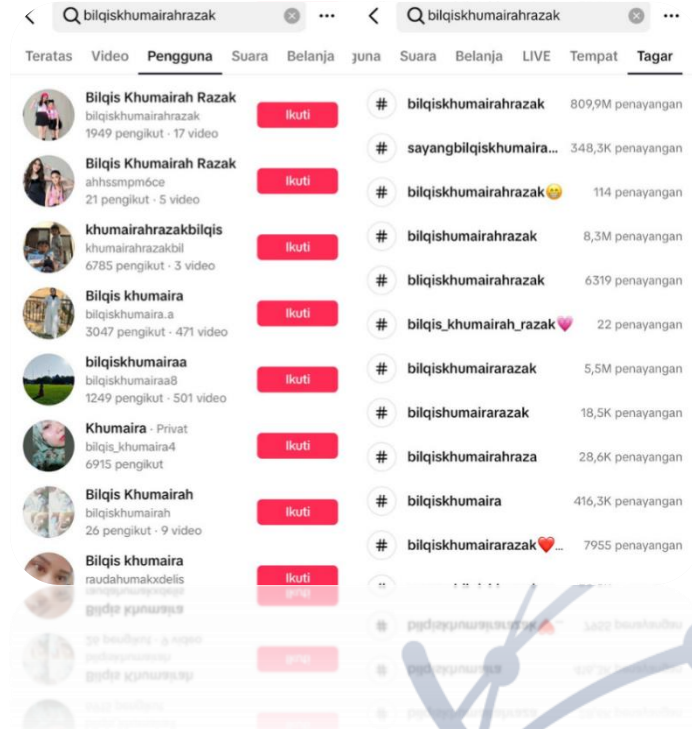
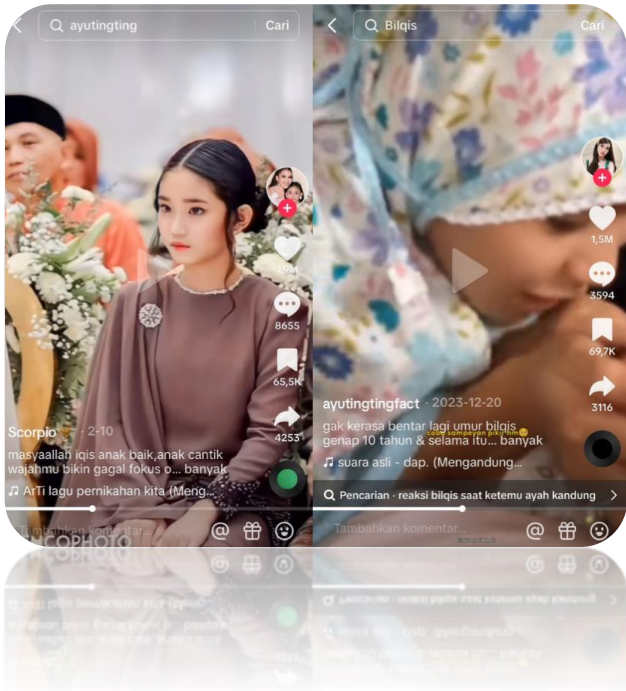
Findings

Rayyanza Malik Ahmad or Cipung



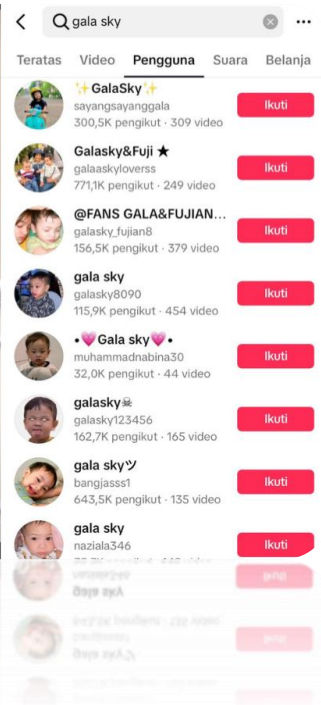
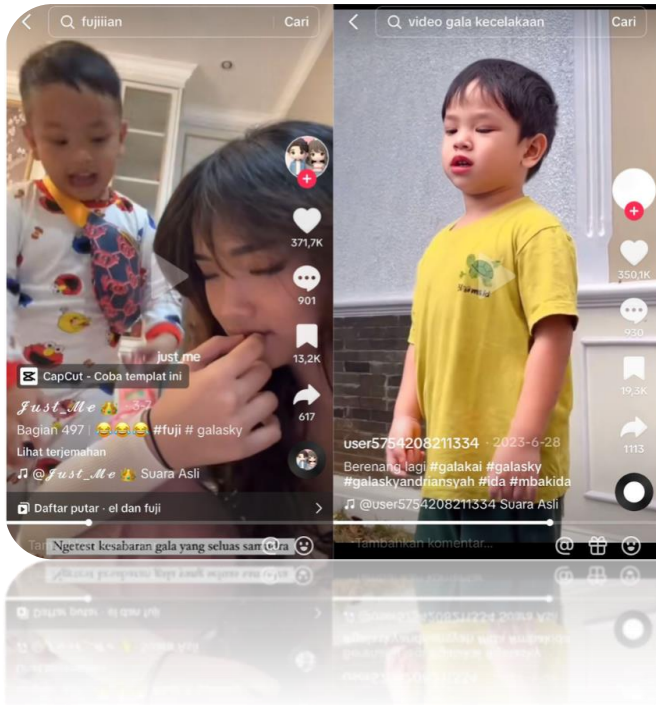
Findings

Bilqis Khumairah Razak



Findings

Gala Sky Ardiansyah



Findings

A. Media Exposure

- TikTok's FYP algorithm accelerates the virality of celebrity children.
- Examples of Data:
 - Cipung's shopping mall video → 551.2K likes, 9,501 shares.
 - Bilqis's singing video → 1.5M likes, 3,594 comments.
 - Gala's "gas kan" phrase video → 371.7K likes, 901 comments.

B. Personal Characteristics

- Cipung: Known for his adorable expressions and playful personality.
- Bilqis: Recognized for her singing talent and often compared to K-pop idols.
- Gala: His life story evokes empathy, making him a relatable figure for audiences.

C. Skills or Unique Content

- Cipung: Engaging in playful and expressive daily activities.
- Bilqis: Singing videos featuring her mother, Ayu Ting Ting.
- Gala: Emotional content that resonates deeply with audiences.

D. Popularity on TikTok

- Hashtag #cipung → 25.5 billion views.
- Hashtag #bilqiskhumairahrazak → 809.9 million views.
- Hashtag #galasky → 14.8 billion views.

Discussion

- **TikTok as a Tool for Celebrification:**
 - The FYP algorithm plays a crucial role in amplifying the popularity of celebrity children.
 - The platform enables direct interaction between influencers and audiences.
- **Audience Interaction and Engagement:**
 - Comments, likes, and shares accelerate the celebrification process.
 - TikTok users are not just passive viewers but actively contribute to shaping the celebrity image of children.
- **Impact on Celebrity Children's Identity:**
 - Children develop a public persona from an early age.
 - Potential psychological and social impacts, including exploitation or public pressure.

Conclusion & Recommendations

- **Conclusion**

- Celebrity children experience celebrification through media exposure, personal characteristics, skills, and popularity.
- TikTok plays a key role in shaping their fame through an algorithm that enables content virality.
- Audience interaction is a crucial factor in maintaining their celebrity status.

- **Recommendations**

- Parents should consider the long-term impact of exposing their children on social media.
- Further research is needed to examine the psychological effects of celebrification on children in social media.

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