Celebrification Process of Celebrity Children on TikTok: A Study on Media Exposure, Personal Characteristics, and Public Engagement

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Abstract. The development of information technology has transformed the way humans communicate and interact, with social media platforms like TikTok becoming an essential part of daily life. This research focuses on the phenomenon of the celebrification of celebrity children on TikTok, examining how the children of famous celebrities such as Rayyanza Malik Ahmad, Bilqis Khumairah Razak, and Gala Sky Ardiansyah gain popularity on the platform. The study employs micro- celebrity theory and the concept of celebrification as its theoretical framework. The research method used is netnography with a qualitative approach, collecting data through a literature review and content analysis of TikTok videos. The findings indicate that the process of celebrification of celebrity children on TikTok is driven by high media exposure, unique personal characteristics, skills in creating engaging content, and popularity measured by the number of followers, likes, and other interactions. This study suggests the importance of further understanding the impact of celebrification on the development of celebrity children and the potential broader social implications.

Keywords – Celebrification, Celebrity, Celebrity child, TikTok

I. INTRODUCTION

The rapid development of information technology and the digital revolution have transformed various aspects of human life, including communication and social interaction [1], [2], [3]. Social media, as a result of these technological advancements, has become an integral part of daily life, serving as an effective means of entertainment, communication, and information dissemination [4], [5]. Social media also enables users to expand their ability to share information, collaborate, and engage in collective actions that transcend traditional institutional boundaries [6], [7]. The increasing affordability of gadgets and the availability of advanced, inexpensive, and easily accessible internet technology have further supported this growth [8]. With a growing number of users, social media now plays a crucial role in expanding information reach and allowing individuals to construct their personal identities publicly [9], [10].

One social media platform that has achieved global popularity is TikTok, launched in September 2016 by Zhang Yi Ming under the original name Douyin. TikTok is known for its unique features, such as the "For You Page" (FYP) algorithm, which facilitates the rapid virality of videos and enables users to gain fame in a short period [11], [12]. TikTok's success in capturing global attention is largely due to its ability to provide a creative and dynamic self-expression experience [13], [14]. However, TikTok users need to have a good understanding of how they want to be perceived by their audience and how to build a strong and consistent image [15]. On the other hand, there are concerns about user privacy and data security, particularly because TikTok is owned by a foreign company, making it important for users to be prudent and cautious in using the platform and to understand their rights and obligations as social media users [16].

In the context of TikTok, the phenomenon of celebrity children has emerged as an intriguing subject. The children of famous celebrities, such as Rayyanza Malik Ahmad "Cipung," Bilqis Khumairah Razak, and Gala Sky Ardiansyah, often receive significant attention and high interaction on this platform [17], [18], [19], [20], [21], [22]. This phenomenon demonstrates how social media, particularly TikTok, plays a central role in social dynamics with its ability to rapidly and widely disseminate information [23]. These children showcase how celebrity offspring can utilize this platform to build popularity even at a very young age. Consequently, TikTok can serve as a powerful tool for enhancing self-expression, creativity, and connectivity in the digital era [24]. This phenomenon underscores the importance of deeper exploration into how celebrity children undergo the process of celebrification on TikTok.

Previous research has shown that the phenomenon of celebrities on social media is often influenced by various factors, including personal characteristics, reputation, and the lifestyle they portray [25], [26], [27]. For instance, Hasna in her research on Instagram celebrities highlighted that the popularity of unique and controversial Instagram celebrities can increase their follower count, with authentic content being key to building a fan base [28]. The study by Mefita and Yulianto on the lifestyle of Instagram celebrity Awkarin showed that Instagram users have a deep understanding of the content and news related to the lifestyle of these celebrities [29]. Wati also found that Instagram celebrities have a significant influence on female students' consumer behavior [30].

However, in-depth exploration of the phenomenon of the celebrification of celebrity children on social media platforms, particularly TikTok, is still rare, despite the significant implications this phenomenon has on the development of children's identities and self-image. TikTok, being a highly popular platform among teenagers and children, allows celebrity children to gain popularity from a young age, often without much discussion regarding the long-term effects of such exposure. This situation raises several critical questions, including how celebrification may impact children's psychological development and their interactions with a broader audience.

Previous research has largely focused on adult and teenage celebrities building their self-image on social media, but studies on celebrity children remain limited. This creates a gap in understanding how celebrity children experience the process of celebrification, which is unique as it is typically controlled or managed by their parents or third parties. This process also involves different elements, such as self-image management, which may not be fully understood or controlled by the children themselves.

This study aims to fill this gap by addressing the research question: "How does the celebrification process of celebrity children on TikTok occur?" This question is important because the celebrification experienced by these children can significantly affect the formation of their identities and self-perception in the future. To answer this question, the study will examine micro-celebrity theory, which highlights how individuals can achieve fame through digital technology, as well as the concept of celebrification, which explains the process of becoming a celebrity through media exposure. The research will also investigate the indicators influencing their popularity, including media exposure, personal characteristics, specific skills, and fame, to provide a comprehensive understanding of the dynamics of celebrification among celebrity children.

Micro-Celebrity Theory was introduced by Senft, who noted that individuals can become celebrities by leveraging internet technology, such as videos, blogs, and social media [31], [32]. While micro-celebrities often do not have the same status or influence as major or traditional celebrities, they can achieve fame through exposure on digital platforms with a focus on a specific audience. In the context of TikTok, micro-celebrities use short videos and creative features to showcase moments from their lives, interact with followers, and build their public image [28].

Celebrification, as defined by Driessens, is the process by which individuals or public figures, including politicians, become celebrities through media exposure. In this study, the indicators used to explore the celebrification process of celebrity children on TikTok include media exposure, personal characteristics, specific skills, and popularity [32].

Media exposure refers to the extent to which individuals gain visibility through social media and other public channels. Driessens emphasizes that individuals who frequently appear in the media, particularly on platforms like TikTok, have a greater chance of becoming famous [32]. High exposure can increase the number of followers and interactions, which in turn contributes to the celebrification process. Additionally, personal characteristics play a crucial role in attracting the audience's attention. Weber argued that celebrities capture public interest due to their unique personal qualities [1], [25], [26], [33]. In the context of TikTok, the personal characteristics of celebrity children often serve as a primary factor in drawing the audience's attention.

Specific qualities or skills, such as the ability to create engaging and innovative content, also contribute to celebrification. Hasna demonstrated that the skill of creating compelling content can enhance a celebrity's image on social media [28]. These skills allow individuals to distinguish themselves from others and attract public attention [34]. Finally, popularity, measured by the number of followers, likes, comments, and shares, is a key indicator of celebrification. Marshall stated that popularity is the result of a combination of media exposure, personal characteristics, and certain qualities that make individuals appealing to the public [32], [35].

Micro-celebrities often utilize self-presentation techniques inspired by traditional celebrity culture but adapted to the more dynamic context of social media. Rojek explained that micro-celebrities use online platforms to build their self-image and interact directly with their audience [36]. They often employ techniques such as self-presentation and personal branding to establish their status. Boorstin added that celebrities are individuals who are known more for their popularity than for any accomplishments, meaning that micro-celebrities can become famous without having extraordinary achievements [32], [37].

Dyer described celebrities as "ordinary people" living extraordinary lives [38]. This paradox is relevant in the context of micro-celebrities, where seemingly ordinary individuals can achieve extraordinary fame through social media. Micro-celebrities often leverage a "relatable" and authentic image to connect with their audience, creating the illusion that they lead extraordinary lives despite coming from relatively ordinary backgrounds [39].

By understanding micro-celebrity theory and the concept of celebrification in-depth, this study will explore how celebrity children on TikTok undergo the process of celebrification. It will also examine how indicators such as media exposure, personal characteristics, specific skills, and popularity contribute to this phenomenon. Thus, this study will not only provide new insights into the dynamics of celebrity culture on social media but also fill a relatively unexplored research gap.

II. METHOD

This research employs netnography as a qualitative approach. Netnography, a form of digital ethnography, is designed to understand interactions and culture within online communities [40]. The term "netnography" is a combination of 'ethnography' and 'internet,' reflecting the use of digital technology to collect and analyze data from online environments [41]. This method has evolved alongside changes in digital technology and is used to explore the behavior and culture of communities on social media platforms and other online spaces [40].

The qualitative approach is employed in this research to understand the meanings and patterns that emerge from the collected data. Qualitative research focuses on gathering data in the form of words, texts, images, or audio recordings and analyzing them to discover deep themes and meanings [42]. The researcher actively participates in the online community, requiring reflexivity in understanding their role and potential influence on the collected data [40]. Neutrality, the suspension of prior assumptions, and objectivity are key principles in this approach.

The data collection techniques in this study involve literature review and exploration of various sources of literature and online content, primarily focusing on videos featuring celebrity children such as Rayyanza Malik Ahmad "Cipung", Bilqis Khumairah Razak, and Gala Sky Ardiansyah on the TikTok platform [43]. The selection of these celebrity children is based on several considerations. First, they are public figures who have gained significant popularity on TikTok and other social media platforms, providing rich data for analysis. Second, these celebrity children are often involved in various content created by their parents or account managers, reflecting the process of celebrification from an early age. Third, they have high levels of audience interaction, evidenced by the number of likes, comments, and shares, which indicate significant public attention. Therefore, these three celebrity children were chosen because they represent the phenomenon of celebrification that is relevant to the objectives of this research.

Data collection in this study is conducted systematically through three main steps: literature search, content selection, and documentation. The first step involves searching for academic literature, media articles, and online content related to the phenomenon of celebrification of celebrity children on TikTok to obtain a comprehensive understanding [44]. Next, content selection is carried out by sifting through relevant data, including TikTok videos with high engagement, to ensure alignment with the research focus. This approach aligns with the principle of relevance in data selection recommended by Harrison and reflects high public interest as noted by Mitra and Das [45], [46]. Finally, systematic documentation of these sources is conducted for further analysis, following documentation guidelines that enable structured and detailed data storage [14], [45].

The collected data are sorted based on relevance and categorized according to the research indicators. The analysis is conducted using a descriptive approach to identify patterns and themes related to the celebrification process of celebrity children on TikTok. The micro-celebrity theory and the concept of celebrification are used as analytical frameworks to understand how celebrity children undergo the celebrification process and how indicators such as media exposure, personal characteristics, specific qualities or skills, and popularity contribute to this phenomenon.

The results of this research are expected to provide deep insights into the dynamics of social media and the celebrification process of celebrity children on TikTok. This research aims to contribute to a better understanding of how celebrity children gain popularity on social media and make a meaningful contribution to the study of social media and celebrity culture.

III. FINDINGS AND DISCUSSION

This study conducted an in-depth analysis of the phenomenon of celebrification among celebrity children, focusing specifically on three individuals: Rayyanza Malik Ahmad, better known as Cipung, Bilqis Khumairah Razak, and Gala Sky Ardiansyah. The celebrification process was analyzed through the highly popular social media platform, TikTok. The use of TikTok as a medium for the celebrification of these children not only highlights the platform's relevance in creating new celebrities but also reinforces the micro-celebrity theory first proposed by Theresa Senft. Furthermore, this research refers to the concept of celebrification as explained by Driessens, which outlines how individuals can achieve celebrity status through engagement and exposure in the media [32].

In this study, the celebrification process experienced by these celebrity children was analyzed using four main indicators: media exposure, personal characteristics, specific talents or skills, and popularity. These four indicators are interconnected and significantly contribute to the creation and reinforcement of the celebrity status of these children in the digital sphere [31].

In the context of the celebrification of celebrity children, this study reveals that social media, particularly TikTok, has created an ecosystem that supports the development of popularity and celebrification. This ecosystem allows celebrity children to build a strong public image and identity. Through high levels of interaction, TikTok provides a space for them to engage directly with fans and a wider audience [28]. This is highly relevant to theories that highlight how digital media has transformed the way celebrity status is built and maintained. In the context of micro-celebrity,

the audience is no longer a passive consumer of information but plays an active role in building an individual's popularity through various forms of interaction, such as likes, comments, and content sharing.

Thus, it can be concluded that TikTok not only functions as an entertainment platform but also as a strategic tool for building and strengthening the public image of celebrity children. The celebrification process in this context demonstrates new dynamics in the interaction between celebrities and audiences, where celebrity children can experience the direct impact of their popularity through the engagement that occurs on the platform. This study emphasizes the importance of social media in shaping modern celebrity narratives, which are now more inclusive and participatory compared to earlier eras.

A. Media Exposure

Media exposure is one of the most crucial factors in the celebrification process, as stated by Driessens [32]. In the context of social media, particularly TikTok, this exposure becomes increasingly significant with the "For You Page" (FYP) algorithm, designed to display content aligned with user preferences. This algorithm functions by promoting videos with high engagement—such as likes, comments, and shares—so the more frequently a video is viewed and liked, the more likely it is to appear on other users' FYPs [28]. Thus, media exposure on TikTok becomes a key element driving the celebrification of celebrity children like Cipung, Bilqis, and Gala.

Figure 1. Examples of Videos by Cipung, Bilqis, and Gala that Received High Exposure on TikTok (Source: TikTok Screenshots)

A clear example of this phenomenon can be seen in Cipung, who gained extraordinary exposure through a video uploaded by the account @Tiaraputri. The video, showcasing Cipung's activities at a shopping mall, garnered 551.2 thousand likes, 1,531 comments, and 9,501 shares. This data illustrates how quickly a video can spread and be seen by millions, thanks to the FYP algorithm. This high level of exposure not only made Cipung widely recognized among TikTok users but also boosted his visibility beyond his parents' fan base. This demonstrates how media exposure can provide greater accessibility for celebrity children, expanding their influence.

A similar phenomenon can be observed with Bilqis, who attracted significant attention through a transformation video highlighting her life journey from infancy to 10 years old. The video, uploaded by the account @ayutingtingfact, received 1.5 million likes and 3,594 comments. The public's fascination with Bilqis' personal life as a celebrity child growing up in the media spotlight is evident from the high level of engagement. This shows that Bilqis' exposure is not merely a result of her parents' fame but also related to her personal narrative, which evokes empathy and captivates the audience.

Meanwhile, Gala Sky also garnered attention through a simple video in which he uttered the phrase "gas kan/ go for it". The video, uploaded by the account @esn_itzzme, received 371.7 thousand likes and 901 comments. Despite the simplicity of the content, this level of media exposure proves that TikTok's algorithm can help build a child's popularity through relatable and easily digestible content. Simple content featuring everyday expressions fosters emotional closeness between Gala and the audience, encouraging further engagement.

Overall, this media exposure aligns with the theory of celebrification, which asserts that the frequency of media appearances directly impacts an individual's popularity [31], [32]. In this case, it can be concluded that the more frequently these celebrity children appear in the media, particularly on social media platforms like TikTok, the greater their likelihood of reaching higher levels of celebrification. Thus, media exposure serves as one of the main pillars in creating and maintaining popularity in today's digital era. This phenomenon underscores the importance of social

media as a platform not only for disseminating content but also for shaping the identity and public image of celebrity children.

B. Personal Characteristics

Aside from media exposure, the personal characteristics of these celebrity children also play a crucial role in their celebrification process. Attractive personal traits, whether physical appearance, personality, or talent, can significantly enhance their appeal to the public and create an emotional connection between them and the audience. This concept is supported by the theory of Alberoni & McQuail, which emphasizes that emotional involvement with the audience is one of the main factors driving the success of celebrification [26].

Figure 2. Example Comments in Videos of Cipung, Bilqis, and Gala (Source: TikTok Screenshots)

One of the most prominent examples of personal characteristics being leveraged in the celebrification process is Rayyanza Malik Ahmad, commonly known as Cipung. He is known for his natural cuteness, evident from various TikTok user comments that often praise his adorable appearance. Comments like "Cipung pinter, lucu, ganteng lagi, gemesss aku/ Cipung is smart, funny, and handsome too, so adorable" reflect how the audience connects with Cipung not only because of his wide media exposure but also because of his heartwarming traits and appearance. His captivating personality strengthens the emotional bond between Cipung and his fans, driving his popularity even further. His charming physical appearance, combined with a cheerful demeanor, makes Cipung a memorable and likable figure in the eyes of the audience.

Bilqis Khumairah Razak also stands out due to her strong personal characteristics, particularly her singing talent. As the child of a famous singer, Bilqis has showcased a natural talent for music, which has become a distinctive appeal for the audience. Comments like "Bilqis ga ada niat masuk JKT48 Gen 13 gitu?/ Bilqis no plans to join JKT48 Generation 13 or something?" show how the public admires Bilqis not only for her celebrity status but also for her artistic abilities, especially in music. Bilqis' talent not only enhances her appeal as a celebrity but also creates expectations among her fans about her future career potential. Her confidence and bravery in displaying her talent further add to her appeal in the public eye, strengthening the fan base that supports her.

Meanwhile, Gala Sky draws public attention through his life background filled with tragedy. Gala's story of losing his parents at a young age evokes deep sympathy from the audience, as seen in emotional comments such as, "Kok aku yang nyesek nonton?/ Why am I the one feeling heartbroken watching this?". These comments illustrate how the audience empathizes with Gala's challenging life journey. This sympathy becomes one of the key factors driving the emotional involvement between Gala and his audience, thus increasing his popularity. His touching life experiences not only make Gala an intriguing figure but also an inspiration to many. Gala's strength in facing life's difficulties can serve as a role model for the audience, further enhancing his appeal on social media platforms.

Weber's theory suggests that unique personal characteristics can serve as a strong magnet for public attention [1], [33]. This is highly relevant in the case of these three celebrity children, where their distinctive traits play a significant role in attracting the attention of TikTok audiences. The personal characteristics of Cipung, Bilqis, and Gala not only make them stand out among other celebrity children but also allow them to build strong relationships with their audience. The interaction between them and their fans goes beyond the typical celebrity-fan relationship, emphasizing elements of emotional closeness that make the audience feel personally engaged. Therefore, attractive personal characteristics become one of the crucial factors in the celebrification process of celebrity children in the digital era [25], [26].

C. Specific Qualities or Skills

Specific qualities or skills in content creation are also crucial in the celebrification process, particularly in the context of micro-celebrity. Senft points out that one of the key elements in micro-celebrity is the ability to consistently produce engaging and creative content [31], [32]. Although these celebrity children do not directly manage their

TikTok accounts, their parents or caregivers play a significant role in ensuring that the content uploaded remains relevant and appealing to the audience. This demonstrates that behind every micro-celebrity, there is systematic support and strategy to maximize their potential on social media platforms.
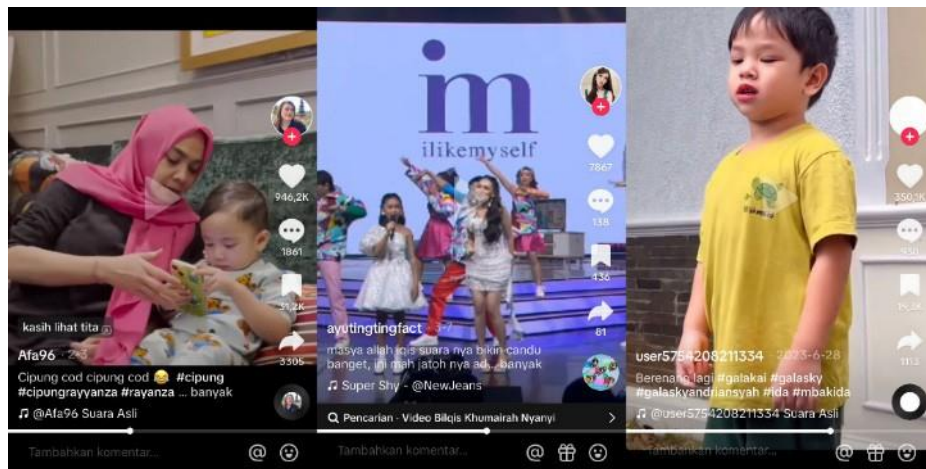

Figure 3. Example Videos of Cipung, Bilqis, and Gala Showcasing Activities and Specific Skills or Talents (Source: TikTok Screenshots)

For example, Rayyanza Malik Ahmad, also known as Cipung, frequently appears in videos showcasing his everyday activities, such as dancing, playing, or interacting with his surroundings. These videos are designed to entertain and encourage active engagement from the audience, as evidenced by the high number of likes and comments on each post. This type of content highlights how Cipung's parents, with their skills in creating relatable content, have successfully increased his popularity among TikTok users. This approach not only makes Cipung widely known but also creates memorable moments for the audience, thereby strengthening follower loyalty.

Bilqis Khumairah Razak also stands out through her content that highlights her singing talent, particularly in videos posted alongside her mother, Ayu Ting Ting. These posts not only showcase Bilqis' musical abilities but also reinforce her positive image as a talented child in the arts. By presenting moments of closeness between mother and daughter, these videos add emotional appeal, making them more attractive to TikTok audiences. The inclusion of family relationships in this content adds depth to Bilqis' character, making her more relatable to her fans.

Meanwhile, Gala Sky, whose posts are managed by Fuji, often appears in simple yet meaningful videos that focus on his daily activities. These posts successfully evoke sympathy and emotional engagement from the audience, thereby creating a strong connection between Gala and his followers on social media. The quality of the content is not merely entertainment but also conveys life messages that inspire many. In this context, Fuji's skill in curating and presenting emotionally impactful content plays a crucial role in building Gala's popularity.

The ability to create content that aligns with daily life moments is an essential factor in building social media popularity [28], [31], [34], [36]. By developing effective storytelling skills and catering to audience preferences, the parents and caregivers of these celebrity children can utilize special moments in their lives to create content that not only entertains but also touches the hearts of many. This opens greater opportunities for these children to continue growing as micro-celebrities, capable of maintaining relevance and popularity amid the fast-changing dynamics of social media.

D. Popularity

The popularity of celebrity children is a result of the combination of media exposure, personal characteristics, and content creation skills [32], [35]. In today's social media context, especially on platforms like TikTok, popularity is no longer measured by conventional standards but by interactive metrics such as likes, comments, shares, and hashtag usage. TikTok provides an ecosystem that allows these celebrity children to achieve extraordinary popularity through dynamic interactions generated by users.
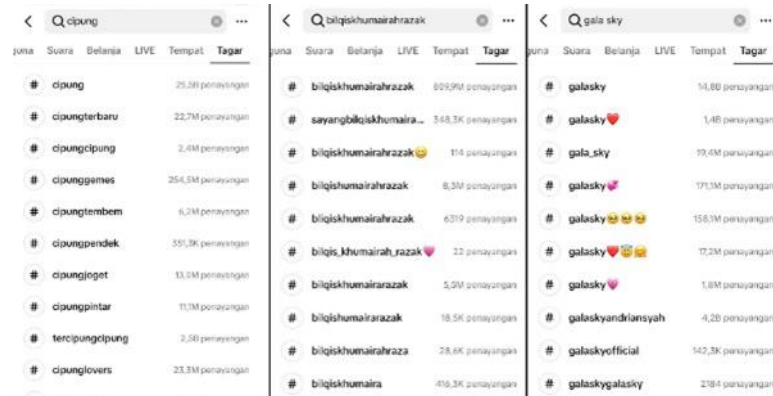
Figure 4. Hashtags with search keywords Cipung, Bilqis, and Gala on TikTok (Source: TikTok Screenshots)

One striking example of this phenomenon is the use of hashtags related to Cipung, such as #cipung, which has garnered 25.5 billion views, and #cipunggemes with 254.5 million views. These figures not only reflect the immense engagement TikTok users have with content involving Cipung but also show how consistent exposure through viral hashtags can solidify Cipung's status as a micro-celebrity on the platform. In this case, TikTok's algorithm plays a crucial role in promoting content with high interaction, thereby exposing more users to Cipung's videos.

Similarly, Bilqis Khumairah Razak has successfully built significant popularity through hashtags like #bilqiskhumairahrazak, which has reached 809.9 million views. This figure indicates that Bilqis has managed to capture attention and build a large fan base on the platform. Her popularity is not only determined by her parents' celebrity status but also by her ability to present engaging and relevant content to the audience.

Meanwhile, Gala Sky has also demonstrated significant popularity, with the hashtag #galasky reached 14.8 billion views. This popularity is driven by the emotional involvement of the audience with Gala's life story, which serves as one of the main attractions in his celebrification process. Gala's life, marked by the loss of his parents at a young age, evokes deep sympathy among his fans. This demonstrates that in the micro-celebrity world, emotional connections with the audience can be a determining factor in increasing popularity.

The available data illustrates that the popularity of celebrity children on TikTok is heavily influenced by audience interaction and engagement, which is reflected in various metrics such as likes, comments, and hashtag usage. These metrics not only serve as indicators of how many people view their content but also how deeply the audience engages and feels emotionally connected to them. In this regard, the phenomenon observed in these celebrity children shows that their popularity is not solely based on their parents' status as celebrities but also because audiences actively respond to the content they present [32], [35], [36]. For instance, when a TikTok user leaves a positive comment or shares a video of a celebrity child, this acts as a form of support that can increase the visibility of the content, in turn strengthening the child's popularity.

Social interaction on social media becomes a vital element in the celebrification process. Unlike traditional media, where communication is typically one-directional, social media platforms like TikTok enable direct dialogue between celebrities and audiences. The audience is not just passive consumers but active participants who influence the direction and narrative of the content produced. This interaction provides the audience with a sense of intimacy with celebrity children, often expressed through comments or positive reactions to the content uploaded. This process shows that social media has not only changed how celebrities are built but also created new dynamics in the interaction between celebrities and their audience.

With the rise in this engagement, celebrity children have the opportunity to build a more authentic and appealing public identity and create loyalty among their fans. This loyalty can contribute to the sustainability of their popularity on social media, allowing them to maintain their position in an ever-evolving celebrity ecosystem. This phenomenon of celebrification is not only relevant to celebrity children but can also be adapted to understand how other individuals, including those outside celebrity circles, can achieve similar levels of popularity on digital platforms. Therefore, it is essential to continue exploring the dynamics between content, audience, and social media platforms, and how these interactions can shape popular culture and digital identity in the modern era.

IV. CONCLUSION

This study reveals that the popularity of Rayyanza Malik Ahmad (Cipung), Bilqis Khumairah Razak, and Gala Sky Ardiansyah on the social media platform TikTok significantly affirms the relevance of micro-celebrity theory and the celebrification process in the context of the ever-evolving social media landscape. These three cases clearly

demonstrate that platforms like TikTok play a crucial role in building and reinforcing the public image of celebrity children. This process unfolds through high media exposure, appealing personal characteristics, and TikTok's viral features, such as the For You Page (FYP) algorithm, which can promote content to a wider audience.

Theoretically, the findings of this research not only reinforce the arguments put forth by Theresa Senft in micro-celebrity theory but also underline the importance of the celebrification process as explained by Driessens [32]. This study emphasizes that intense media exposure, combined with standout personal traits and positive interactions on social media, are key factors in the celebrification process. In other words, their consistent presence on these platforms, along with their inherent appeal, significantly contributes to the creation and strengthening of their celebrity status.

Moreover, the phenomena of public empathy and sympathy, particularly in Gala Sky's case, serve as primary drivers in reinforcing this celebrification process. The sense of connection built between the audience and celebrity children can be viewed as a reflection of Alberoni & McQuail's theory, which highlights the importance of emotional involvement in establishing long-term relationships between celebrities and fans [26]. This engagement is not merely about enjoying content but also about building deeper, more personal connections with their followers.

From a practical standpoint, this study provides important implications for parents and social media managers in managing the image and popularity of their children on increasingly competitive digital platforms. Proper media exposure management, as well as consistent and authentic content development, are key to success in building and maintaining social media popularity. Parents and caregivers must be able to navigate the existing challenges, including considering the long-term impact of publicizing their children's personal lives, and ensuring that privacy and security are maintained in this digital era.

However, privacy and ethical issues surrounding the publication of children's personal lives on open platforms like TikTok require serious attention. These challenges include considerations of the boundaries that should exist in revealing the personal lives of children and how this exposure may affect their psychological development in the future. Awareness of these risks should be a priority for parents and content creators, ensuring that the focus is not solely on achieving popularity.

For future research, it is recommended to explore the long-term impact of child celebrification on social media on their psychological development, including how the experience of being a celebrity shapes their identity and affects their social relationships in real life. Additionally, the role of parents in shaping their children's image on social media and its impact on children's social interactions in the real world should be further investigated to provide deeper insights into these dynamics. A quantitative approach can be applied to measure the impact of social media popularity on the well- being of celebrity children, offering a more comprehensive understanding of the complex interactions between popularity, mental health, and social identity.

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The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.