

Characterization of Child Influencer's Personal Branding: Analysis of The Father's Role in Shaping Abe's Image on The TikTok Account @Abe_Daily

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ABSTRACT: This study investigates the growing presence of kid influencers on social media particularly TikTok which signals a shift in how children are represented within the digital landscape. The @abe_daily account, documenting everyday interactions between Abe and his father, is used as the central case. The research aims to identify the personal branding characteristics of the child influencer Abe and to examine the father's role in constructing this image. Employing a descriptive qualitative design, data were gathered through semi-structured interviews with five informants and two experts in personal branding and child psychology, complemented by social media observation, documentation, and a literature review. Thematic analysis was used to interpret the data. The findings indicate that Abe's natural disposition, enthusiasm, and spontaneous facial expressions constitute the core elements of his personal branding. The development of this branding corresponds with Montoya's eight personal branding principles, encapsulated through authenticity, consistency, and emotional resonance. The study concludes that the father's ethically aware guidance aimed at preventing exploitation while balancing the child's developmental needs is essential in sustaining Abe's positive and responsible presence within the digital environment.

Keywords: Personal Branding, Child Influencer, Tiktok, Father's Role.



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INTRODUCTION

Initially, communication media operated in a one-way structure that limited audiences to passive consumption of content. Over time, however, the public began not only to consume mass media but also to participate actively in it. The rapid development of the digital world has encouraged many people to engage deeply with online spaces, particularly through sophisticated mobile devices.

Digitalization has fundamentally transformed communication practices. What once relied on direct interaction or time-consuming letters has evolved into seamless digital communication. Social media has become an accessible platform for obtaining and sharing information (Kamhar & Lestari, 2019). The internet has reshaped the communication landscape by integrating familiar media such as print, television, and radio into new media ecosystems that include platforms like

Facebook, Twitter, Instagram, and TikTok. TikTok, one of the most widely used platforms in Indonesia, is particularly notable for personal branding activities (Budiarti & Dewi, 2023).

TikTok was first launched as Douyin by Zhang Yi Ming in September 2016. The increasing number of content creators has intensified competition on the platform, making personal branding essential for visibility (Azzahra & Banowo, 2025). To avoid repetition, the definition of brand and personal branding is streamlined: A brand represents an intangible asset that distinguishes a product or service from competitors (Dewi et al., 2023). Personal branding refers to deliberate efforts to shape a positive self-image expressed through one's personality, abilities, and distinctive characteristics. This process influences how others perceive identity, both emotionally and cognitively, and can be developed directly or through social media (R. E. M. Siahaan, 2022). Effective personal branding requires unique skills and consistent presentation to remain relevant (Shelemo, 2023).

Individuals with large followings who can influence audience behavior are known as influencers (Octavianus & Oktavianti, 2022). Kidfluencers are children who gain popularity on social media and, because they are minors, their activities are typically managed by parents or guardians who oversee their online presence and advertising content (Clark & Jno, 2025). A child influencer, or “kidfluencer,” is a child who gains a substantial follower base on social media and promotes products while consistently appearing as the central figure of online content. Although these activities may offer commercial benefits, they carry risks of child exploitation, highlighting the need for stronger legal protections (Lewoleba & Syalsabila, 2024).

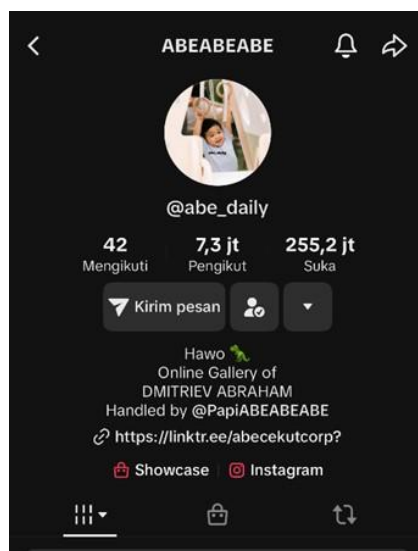


Figure 1. Tiktok Account @abe_daily (Dmitriev Abraham Haryanto)

Based on figure 1, The @abe_daily TikTok account depicts the daily activities of Abe—Dmitriev Abraham Haryanto—and his interactions with his father, Christian Benny Haryanto (“Papi Abe”). The account has 7.3 million followers and has collaborated with brands such as Ultra Mimi Kids and PMB Toys Official.

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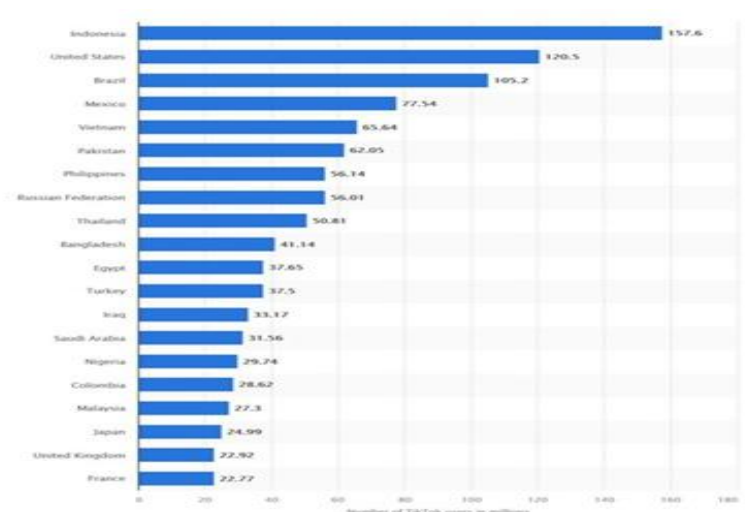


Figure 2. The largest TikTok user base in the world is in Indonesia. Photo: Statista.com

Indonesia's large TikTok user base, reaching 157.6 million users in July 2024, creates opportunities for individuals to become influencers (Ariasih et al., 2022). The rise of kidfluencers reflects this trend, inspired by adult influencers and parents who produce family-oriented content. However, their popularity also raises concerns about commercialization and parental control over content (Rakhmawati et al., 2017).



Figure 3. Content posts from @ftnews.co.id and @theasianparent.id

Based on observations of content uploaded by @ftnews.co.id and @theasianparent.id, Abe's father plays a substantial role in shaping the child's confidence and development. The content on @ftnews.co.id demonstrates that paternal involvement significantly influences children's growth, emotional well-being, social interaction, and empathy, while also supporting their potential for future success. Meanwhile, content on @theasianparent.id shows that Abe initially appeared insecure when entering an event with his mother, but regained confidence when his father arrived. This illustrates the closeness between Abe and his father, as well as the father's consistent

involvement in reinforcing Abe's confidence through communication, guidance, and emotional support (Lismanda, 2010).

The central issue of this study is clarified for explicitness: This research examines the father's role in constructing the child's personal branding and image on the TikTok account @abe_daily. This topic is relevant due to the growing influence of social media and digital culture. The study aims to provide insights into strategies for building positive personal branding for children on TikTok and similar platforms. Personal branding is understood as the process of shaping how others perceive an individual's personality, abilities, or values to form a favorable impression, functioning as a strategic communication tool (X. Siahaan et al., 2023).

This research builds on previous studies. The first study, *Reality and Hyperreality Behind the Kidfluencer Phenomenon*, explains the existence of hyperreality within the kidfluencer phenomenon, constructed by those managing the child. The study emphasizes the ethical implications of parental content-sharing and urges parents to critically consider potential risks and consequences before publishing children's content (Astuti, 2022). The second study, *The Formation of Personal Brand and Image on Celebgram Through Instagram*, examines Ashira Zamita's self-presentation practices. It highlights that authentic behavior, positive content, and responsible image management contribute to sustainable personal branding (The & Jayanti, 2022).

The third study, *Content Analysis of Kidfluencers Commercialization Content on @abe_daily*, investigates commercialization practices and parental control over content creation. The findings reveal three stages of commercialization pre-commercialization, commercialization, and post-commercialization with Abe's father playing a dominant role throughout. This structured process shows alignment between content production and audience expectations (Lestari et al., 2024). This study applies Peter Montoya's personal branding theory as the analytical basis for examining the characterization of personal branding in children and understanding the father's role in shaping Abe's personal branding on @abe_daily. Montoya's framework consists of eight principles: specialization, leadership, personality, distinctiveness, consistency, unity, persistence, and goodwill (Hendra, 2020).

The researcher selected this topic due to its novelty in exploring the parental role in constructing a child's personal branding and image on the TikTok account @abe_daily. This study aims to provide insights into effective communication strategies for building children's personal branding on social media for the benefit of the wider public.

METHOD

This study employs a descriptive qualitative approach to examine the role of Abe's father in constructing Abe's personal branding and image this method is used to describe and interpret phenomena as they occur, making it suitable for analyzing the father's involvement in shaping his child's digital persona on the TikTok account @abe_daily (Sugiyono, 2017).

Data were collected through semi-structured interviews, TikTok content observations, documentation, and literature studies. The interviews explored the motivation behind creating the

@abe_daily account and the personal branding strategies applied to build Abe's image. Documentation and literature studies served as supporting sources relevant to the research focus.

This study involved five informants who follow or are familiar with the @abe_daily account, along with two experts in personal branding and child psychology. Informants were selected using purposive sampling, allowing the researcher to target individuals with adequate knowledge and experience regarding paternal roles in constructing a child's personal branding and image (Kumara, 2018). The informant data are presented in the following table (attached). After the table, additional explanation highlights the relevance of each informant's perspective to the study's analytical focus.

Table 1. Data of Informants and Resource Persons

No	Name	Description	Age
1	DR	TikTok account followers @abe_daily	24 Years
2	AA	TikTok account followers @abe_daily	25 Years
3	WP	TikTok account followers @abe_daily	27 Years
4	IN	TikTok account followers @abe_daily	20 Years
5	MR	TikTok account followers @abe_daily	22 Years

No	Name	Description	Age
1	Nadya Afrilia Putri,A.Md.A.B.	<i>Education Content Creator/ Ahli Personal Branding</i>	26 Years
2	Nadia Felicia Mahardhika, M.Psi., Psikolog	Child Psychology	30 Years

Source: Researcher Observation, 2025.

The data analysis technique used in this research is thematic analysis. The process includes initial coding of interview transcripts, grouping codes into categories, identifying emerging themes, and interpreting these themes to understand how Abe's father shapes the child's personal branding. Documentation data were analyzed descriptively to observe how Abe's image is constructed through the content uploaded on @abe_daily.

RESULT AND DISCUSSION

In this section, the researcher will explain the results of the research and discussion obtained from informants and resource persons. This explains the process of forming Abe's personal branding characteristics and how it is shown through @abe_daily's TikTok account, as well as identifying the role of the father in the development of the image. The analysis was carried out by elaborating on the findings of the research associated with the eight concepts of personal branding put forward by Peter Montoya and relevant previous research and integrating the perspectives of personal branding experts and child psychologists.

Specialization (Specialization Law)

Strong personal branding is characterized by the right specialization, focusing only on specific strengths, expertise, or achievements (Samatan et al., 2024). It identifies a person's unique areas of expertise, knowledge, skills, and experience and builds his or her reputation in those areas.

Based on the results of the interview, the five informants agreed that Abe's main uniqueness lies in his spontaneity and natural expression. Abe is considered to be able to show his distinctive character as a cheerful child without the impression of being made up.

"Abe looks spontaneous and expressive, which is what makes him stand out compared to children his age" (IN, 2025, interview).

"I think Abe's advantage is in the way he interacts—flowing and not being made" (AA, 2025, interview).

"His body language is always energetic and honest—showing his true character" (WP, 2025, interview).

"The visual power and editing style in the content are also distinctive, supporting Abe's personality" (MR, 2025, interview).

"The way he reacts to small situations feels spontaneous and comforting" (DR, 2025, interview).



Figure 4. Video Content of Abe Drinking Syrup (Source: TikTok @abe_daily)

In picture 4, this is one of the video contents uploaded by Papi Abe on November 8, 2023, which shows how Abe communicates and gives expressions when fed syrup drinks by his mother. Abe spontaneously said "Click" after swallowing the syrup, and his father confirmed Abe's statement by saying "Wryfth", followed by laughter. Abe's lively reactions and cheerful expressions further emphasize his natural communication style. Overall, these findings show that Abe's specialization rests on his authentic presentation, spontaneous reactions, and unique expression style that consistently differentiate him from peers in the digital space.

Leadership (The Law of Leadership)

In personal branding, leadership is about how a person builds an image and reputation as a leader in their field or expertise. Basically, people want to be influenced. They want someone who can eliminate uncertainty and give them clarity (Priyo, 2018). It does not look at a specific person's position or status, but rather how an individual influence and inspires many people.

The results of the interview show that Abe is able to be an inspiration for children of his age. The statement given by informants IN, AA, DR is similar in assessing "that Abe can be a role model because he shows a polite attitude, confidence, and enthusiasm for learning".

"He showed that children can express themselves positively on social media." (WP, 2025, Interview).

"The content remains healthy and educational without losing the fun element." (MR, 2025, Interview).

Abe's leadership emerges not from authority but from the emotional resonance he creates. For adult audiences, Abe's content is interpreted as a representation of supportive parenting. Thus, the leadership element in Abe's personal branding is reflected through his ability to inspire peers and demonstrate positive digital behavior supported by constructive parental guidance.

Personality (The Law of Personality)

Good personal branding reflects a person's personality in all its aspects, meaning not only their strengths or perfection, but also their weaknesses, because other people like those who are genuine, who have weaknesses like everyone else (Karlina, 2020). This applies to both adults and children, as shown by the TikTok account @abe_daily. Even from an early age, authentic and characterful personal branding is very important in a world that increasingly prioritizes social media.

Abe's personality is considered sincere, cheerful, and full of empathy. All informants assume that what is shown on the screen reflects his true personality.

"The innocent and funny side is really natural, it is a characteristic" (MR, 2025, Interview).

"Abe looks warm and easy to get along with, both with adults and children around him" (DR, 2025, Interview).

"His parents keep Abe from being too 'mature' in content" (AA, 2025, Interview).

"It seems like his parents are wise enough to keep Abe who he is" (IN, 2025, interview).

"The delivery style remains simple, according to the age." (WP, 2025, Interview).

This authenticity cannot be separated from parental supervision. Abe's parents allow him freedom to explore naturally rather than forcing content maturity. These findings indicate that Abe's personal branding successfully conveys a sincere and age-appropriate personality, strengthened by parental efforts to preserve his authentic character.

Difference (The Law of Distinctiveness)

In the context of differentiation, effective personal branding requires a unique approach that is different from others (Nurussa'adah & Murbantoro, 2023). Abe is considered to have characteristics that distinguish him from other child influencers. The informants AA, WP, DR agreed that "many other child influencers tend to be rigidly directed by parents, while Abe seems to be given space to express himself".

"Abe is more natural and has a distinctive character." (IN, 2025, Interview).

"In terms of production, the videos are consistently neat and have a strong visual identity." (MR, 2025, Interview).

Abe's distinctiveness is shaped not only by his natural behavior but also by the careful visual consistency curated by his father. In essence, Abe's distinctiveness emerges from an authentic interplay between his spontaneous character and the visual coherence crafted by his parents.

Consistency (The Law of Visibility)

Personal branding is an effort to build a consistent and easily recognizable self-image by the public. Visibility, often more important than ability or expertise itself, is an important component of personal branding. Personal branding means that a person must be seen regularly and continuously until their personal identity is recognized (Chang & Sari, 2025). The similarity of the statement between the IN and MR informants who agreed that "consistency is one of the main strengths of @abe_daily account". Abe's content is uploaded regularly with themes that are not far from his daily life.

"The frequency of the posts is just right, so the audience doesn't get bored." (WP, 2025, Interview).

"It looks very involved, especially in controlling language and expression." (IN, 2025, Interview).

"The involvement of fathers as a guiding figure is an important element in building unity between family values and digital branding." (WP, 2025, Interview).

"Parents are an important filter so that content remains age-appropriate" (AA, 2025, Interview).

"Parental support feels natural, not forced" (MR, 2025, Interview).

Content variation and responsible parental monitoring help maintain audience engagement while preserving Abe's playful identity. Therefore, consistency in Abe's content lies in the steady posting rhythm, thematic familiarity, and parental oversight that maintains authenticity.

Unity (The Law of Unity)

Unity refers to consistency between daily behavior and the personal branding that is displayed (Adani & Setianingrum, 2024). All informants stated that Abe's parents were very involved in maintaining ethical boundaries and positive values in each upload.

"It looks very involved, especially in controlling language and expression." (IN, 2025, Interview).

"The involvement of fathers as a guiding figure is an important element in building unity between family values and digital branding." (WP, 2025, Interview).

"Parents are an important filter so that content remains age-appropriate" (AA, 2025, Interview).

"Parental support feels natural, not forced" (MR, 2025, Interview).

Thus, the resulting content is not only entertaining but also educational and reflects family harmony. From the statements of all informants, it is shown that parenting and honest content creation can increase audience perception and authenticity of content on social media. Unity in Abe's personal branding is reflected through alignment between family values, digital presentation, and consistent ethical boundaries maintained by his parents.

Persistence (The Law of Persistence)

Persistence in developing personal branding, it takes time and effort, it is important to pay attention to the trends and phases that develop because both can affect the success of the strategy (Aisyah et al., 2025).

In the face of rapid changes in social media trends, Abe has maintained his characteristic. DR, AA, and WP informants consider that "the Abe family has managed to maintain personal branding while still highlighting authenticity and positive values".

"Stay consistent with the character of a cheerful child even though the trend changes." (IN, 2025, Interview).

"Always adaptive without losing identity." (MR, 2025, Interview).

This success is due to the adaptive but firm role of the father in determining the direction of content, this shows the existence of a mature family communication strategy to maintain the sustainability of Abe's image in the long term. Overall, persistence appears in the ability to maintain Abe's cheerful identity across changing trends through sustained parental strategy.

Goodwill (The Law of Goodwill)

Discussion of the Law of Goodwill, it can be concluded that goodwill plays an important role in building personal branding (Nur Febrianti & Rachmawati, 2025). Someone who manages to leave a positive impression on their audience, personal branding can have a significant and lasting impact. This can be achieved if a person manages to relate himself to ideas and principles that are generally considered good and constructive.

The audience's response to Abe was mostly positive. The informant said that the comments that appeared in the TikTok column tended to be supportive and full of appreciation.

"A lot of people say Abe is funny and inspiring." (AA, 2025, Interview).

"The audience appreciates its authenticity and positive energy." (WP, 2025, Interview).

This shows that Abe's personal branding has succeeded in building goodwill or a good image in the eyes of the public, not only as a funny figure, but also as a polite and creative representation of Indonesian children. Thus, goodwill is successfully built as Abe is perceived not only as entertaining but also as a positive representation of Indonesian children on social media.

In this section, the researcher will analyze and discuss the results of the interview showing that Abe Cekut's personal branding character was systematically formed through a combination of children's spontaneity and the role of parental supervision, especially father. Based on Peter Montoya's Personal Branding theory, the eight key aspects found from the field data are interconnected to form Abe's overall image as an authentic, consistent, and positive child influencer.

In the Law of Specialization aspect, Abe's content focuses on natural expression and spontaneity. This is in line with Peter Montoya's concept that strong personal branding must have a clear skill set or focus. The five informants agreed that Abe's uniqueness and superiority lie in his spontaneity, expressiveness, and natural communication style. The IN informant judged that Abe stood out for being spontaneous and expressive, while AA highlighted the interactions that flowed without the impression of being contrived. WP revealed that Abe's appeal comes from his high self-confidence without losing his childish side, while DR views Abe's positive aura and cuteness as the main magnet that sets him apart from other kids on social media.

The role of fathers is seen in maintaining a balance between freedom of expression and the limits of moral values. From the point of view of personal branding experts, they emphasize that "Children's personal branding must highlight their uniqueness and characteristics naturally in order to have strong positioning in the eyes of the audience. It's like a signature that makes it easy for the audience to remember it." (NAP, 2025).

In Abe's case, his spontaneity and natural expression are the "signature" that sets him apart from other kidfluencers who may seem over-trained or rigidly directed. From a psychological point of view, it warns that while specializations are important in personal branding, parents should ensure that they arise organically from the child's personality, not as a result of excessive pressure or direction. (NFM, 2025).

In Abe's context, the specialization that arises from natural spontaneity suggests that parents, especially fathers, manage to facilitate without imposing certain characters that can hinder the development of the child's identity.

The study "Analysis of Parents' Perception of Kidfluencer (Study on TikTok Account @abe_daily)" deepens this aspect by showing that one of the main indicators of positive public perception of digital parenting ethics is the role of parental leadership in regulating children's media exposure. In Abe's case, their findings are in line with the general public's perception of the family as a "family leader" who can lead children without restraining their expression (Santosa & Sukendro, 2025).

The Law of Leadership, is reflected in Abe's influence on young audiences. He became an inspirational figure who showed that young children can also dare to appear and express their opinions politely. The results of the interviews show that Abe is considered to be an inspiration to children his age. Because of his polite demeanor, confidence, and straightforward yet friendly speaking ability as stated by the five informants, Abe can be a role model or inspiration for children his age. While the taxpayer sees Abe as an example of positive children's expressions on social media, IN said that Abe can be a confident example. Because Abe's content remains healthy and educational but still entertaining, MR takes it as an inspiration.

The perspective of a personal branding expert emphasizes that "A polite, friendly, and age-appropriate communication style is an important part of building a positive and credible image." (NAP, 2025). Children like Abe need to be educated to keep building an emotional connection with the audience by maintaining simple but sincere communication. Meanwhile, the view from psychology highlights the important role of parents as guides of children's communication ethics "Social pressure due to popularity can make children feel that they are always judged by the public, so that the role of fathers as moral protectors is key in managing exposure so that children do not lose emotional balance." (NFM, 2025).

In this case, it is in line with the findings of the research "Personal Branding of Content Creators Through Students' Self-Image on Instagram (Qualitative Descriptive Study on @Jeromepolin Accounts)". In the study, it was explained that Jerome's leadership ability which focuses on positive change and audience empowerment is one of his main strengths in building his image. The leadership in question is not only demonstrated by formal expertise, but also by the ability to direct and influence followers morally and intellectually through engaging and educational materials (Gogali & Tsabit, 2022).

This explanation shows that Father Abe built a leadership character in @abe_daily, kidfluencer, by providing clear examples and guidelines for manage content to be relevant, ethical, and educational. As Peter Montoya's Personal Branding theory states, both reflect the meaning of leadership, which means that in order to build a strong personal reputation, a leader must have the ability to inspire, direct, and influence his audience in uncertain situations.

In the aspect of Personality (The Law of Personality), all informants describe Abe as a cheerful, sincere, and loving child. IN said that Abe's personality seemed honest and not made up, while WP highlighted that high empathy is seen in the way Abe interacts with others. While DR describes Abe as a friendly and easy-going kid, MR sees his innocent side as an attraction that makes people interested in him. In the context of Abe, the personality displayed highlights the simplicity, friendliness, and spontaneity of a child, which then becomes an emotional value inherent in his brand image.

The role of the father here is to keep the child's expression pure without excessive commercial pressure. As personal branding experts affirm that authenticity is the main key in building children's personal branding, "Parents need to play the role of mentors who keep the child's communication style in line with the family's moral values without losing authenticity," (NAP, 2025). Meanwhile, the perspective of child psychology says "Children's personalities that are constantly exposed on social media have the potential to experience identity dissonance if not

balanced with healthy direct social activities," (NFM, 2025). In this case, children who grow up in the public spotlight tend to experience social comparisons earlier than other children, so the role of parents is important in ensuring that children's personality identities remain stable outside the digital world.

The study "Building Abe's Personal Brand Through TikTok Content Strategy" has a deep connection with this aspect of personality. This research shows that the visual and narrative communication approaches used in @abe_daily account explicitly aim to portray Abe's genuine nature as cheerful, empathetic, and spontaneous. Through consistent music selection, facial expressions, and interaction styles, Abe's image is built not as a perfect figure, but as a child with a natural personality that appeals to both adult and young audiences. The ability to maintain emotional spontaneity in every piece of content created is a key strength of Abe's personal branding, as described in the study (Nafis Ilyasa' Amru & Rochmaniah, 2022).

Furthermore, The Law of Distinctiveness is the main principle of personal branding that is used to create a different place in the eyes of the audience. The results of the interviews from the five informants assessed that Abe had a character that other child influencers did not have. IN called Abe more natural and distinctive, while AA considered his freedom of expression to be the main differentiator. MR added that the neat production quality also strengthens Abe's visual identity.

This statement explains that Abe's uniqueness lies in the combination of pure children's expressions and professional content packaging. Characters that do not depend on viral trends make Abe have a longer brand durability than other kidfluencers.

The view of personal branding experts reinforces this meaning "Differentiation must depart from sustainable values, not just visual appearance, children's personal branding should be directed towards creativity and values, not body image or viral gimmicks," (NAP, 2025). Meanwhile, psychologists see that "The uniqueness of the Too often exposed can cause identity pressure, because children will feel required to continue to appear "different" in public, even though psychologically speaking, children need space to be the same as their peers" (NFM, 2025). This can cause identity confusion and social pressure because it is necessary to maintain a certain image in public. Therefore, the uniqueness of children must be allowed to develop naturally and not be forced to do something.

Previous research on "Personal Branding Strategies on TikTok accounts @inijejelica made a significant additional contribution to this aspect. They say that consistent communication styles, visual expression, and signature styles are key to significant differences on social media. This relevance can be attributed to @abe_daily account, where Abe's uniqueness emerges from spontaneous expressions that correspond to his identity as a child. However, in contrast to @inijejelica accounts, which highlight the expressions of urban youth, Abe displays his innocent and natural character as a gentle and ethical form of differentiation. This shows that personal branding does not have to be extraordinary, but can arise from natural daily life without engineering (Hidayatullah & Hariyanto, 2025).

From the aspect of Consistency (The Law of Visibility), @abe_daily account maintains a stable and quality upload frequency. The five informants described that Abe routinely uploads new

content with regular frequency, without the impression of being forced. IN said that "Abe's content appears almost every week", while MR assessed that "The quality remains stable despite the changing trends". DR added that "Content scheduling looks neat and well-organized".

In Abe's context, fathers play a role in ensuring that the rhythm of content production remains balanced with the child's life, so that it does not cause psychological pressure. The view of personal branding expert states that "Consistency does not mean having to overproduce content, but maintaining rhythm and quality so that personal branding remains alive without sacrificing the balance of children's personal lives," (NAP, 2025). Child psychologists add that "the pressure to always perform can have a negative impact on children's mental health, so production schedules need to be flexible so as not to cause psychological burdens" (NFM, 2025).

This emphasizes that the sustainability strategy of children's brands should be adjusted to their growth and development needs, including play and learning time. The Abe family shows a healthy form of consistency by maintaining the continuity of the content without neglecting the educational value and emotional well-being of the child. In this context, it is in line with research that shows that the success of @abe_daily content lies in managing a consistent production rhythm while still paying attention to the comfort of children.

This finding is further confirmed by research on "Personal Branding Sherly" Annavita Rahmi on YouTube Social Media". The research emphasizes that the success of personal branding in the digital world is determined by high-quality content, as well as the consistency of communication and message value that is repeated over a long period of time. In Abe's context, this reflects the family's efforts to maintain a positive tone and child-friendly perception in each upload. Despite the fact that management is carried out by parents, the sustainability of moral values and a positive mood shows how important brand integrity is in the digital world (Zakiah et al., 2024).

Thus, the aspect of consistency in Abe's personal branding not only maintains its existence on social media, but also builds a stable public perception of the character and values it represents.

In the aspect of Unity (The Law of Unity), family involvement is an important element. Abe's image does not stand alone, but rather represents family values. The results of the interview show that Abe's personal branding was formed through a harmonious collaboration between the child's personality and the direction of his parents, especially the father who plays the role of a manager as well as a role model. IN assesses that "Abe's parents are very involved in controlling the language and expression of children to remain polite," while AA asserts that the role of parents is an important filter in ensuring content does not cross ethical boundaries. The WP highlighted "Abe's parents' awareness of the issue of child exploitation on social media," while MR assessed that "Abe's content production always feels positive and safe for the public". DR added that "the family's support for Abe seems natural, not coercive or performative pressure".

An expert from personal branding asserts that: "The involvement of children in choosing a content theme is the key to maintaining authenticity, if children are not involved, the content results will look stiff and lose their personal touch, while children's involvement actually strengthens the unity between family values and personal expression," (NAP, 2025). While expert psychologists add that: "the unity of identity between the online and offline worlds is essential to maintain the

psychological stability of children" (NFM, 2025). This warns that children who are too late in digital personas can experience identity conflicts or role confusion, especially when the image they form is different from their daily reality. Therefore, the unity applied by the Abe family where the values of affection, manners, and cheerfulness are applied both on social media and in real life is an important protective factor in maintaining a balance in children's moral development.

The role of the father as the main figure strengthens the integration between real life and digital persona. Therefore, the unity applied by the Abe family where the values of affection, manners, and cheerfulness are applied both on social media and in real life which are important protective factors in maintaining the balance of children's moral development. This strengthens the findings with the relevance of a research entitled "Communication Strategies of Beauty Influencers on @Lailauul Accounts in Building Personal Branding on Instagram Social Media". The study explains not only the frequency or style of communication that determines the success of personal branding, but also how compatible the messages, values, and identities conveyed on digital platforms are. To create a cohesive and trustworthy image in the public eye, visual elements, language styles, and values that are repeated across multiple channels are essential. This principle is particularly relevant to the patterns found in @abe_daily account management, where family values, children's ethics, and digital communication are integrated simultaneously with parental supervision (Febriyanti et al., 2025).

In the context of kidfluencer, this unity is seen when visual messages, expressions, and stories are aligned with the identity and moral principles that are to be formed. This can be seen on @abe_daily account, where Abe's modest dressing style, simple educational content themes, and the positive relationships of fathers are constantly visible in each upload. Brand alignment is reinforced by the child's expression and parental direction. This reinforces public trust in the image of a peaceful and honest family.

The Law of Persistence aspect arises from the Abe family's ability to maintain the value and identity of personal branding amid changing trends and commercialization pressures. Based on interviews, all informants admitted that Abe and his family were able to maintain a cheerful child character despite the TikTok trend changing rapidly. IN assessed that "Abe's cheerful character is maintained despite facing new trends", while WP mentions that "Abe's branding is maintained through the same communication style". MR appreciated the Abe family's "ability to adapt without losing identity", and DR assessed that "their focus on authenticity, not popularity, is a testament to a principled stance rarely found among young creators". Abe doesn't follow all the viral trends, only the ones relevant to his character. It shows a form of firmness towards a personal brand identity. Dad plays the role of a guardian so that the content does not deviate from the initial value of personal branding formation.

As assessed by a personal branding expert that: "The demand for content consistency can indeed be stressful, but the firmness of holding the basic value is much more important than the frequency of uploads" (NAP, 2025). This suggests that young influencer families implement sustainability strategies that do not sacrifice children's rights to play, learn, and rest. Meanwhile, psychologists highlighted the potential psychological impact of the pressure of public expectations, explaining

that: "Children who constantly appear in the digital space can experience social fatigue if they are not given enough time to interact in real life" (NFM, 2025).

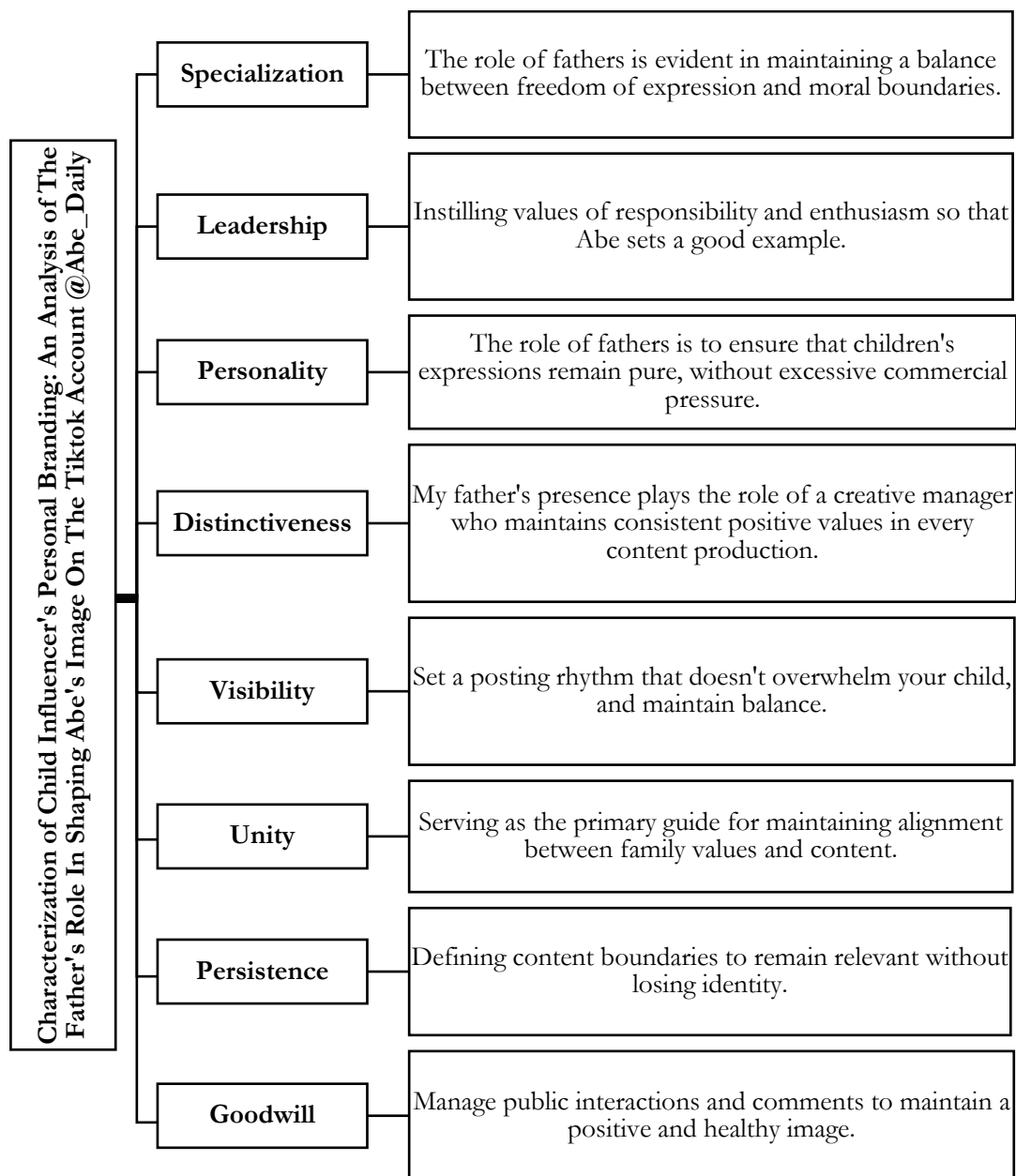
Therefore, the Abe family's determination in maintaining a balance between content production and personal life is a tangible form of ethical principles in parenting in the digital age. The previous research entitled "Analysis of Jeniffer Coppen's Personal Branding as an Influencer and Entrepreneur in Instagram Media" further strengthens it. This study confirms that steadfastness in personal branding is a manifestation of value alignment, moral commitment, and courage to maintain a message that is considered correct despite social pressure or changes in public trends. This relevance is evident in @abe_daily account management, where Abe's parents regularly share positive values such as empathy, compassion, and children's cheerfulness in each of their posts. The consequences of this constancy are not only seen in the amount of content, but also in their commitment to avoid trends that can harm children's image or moral principles. In this case, perseverance is described in the personal branding process of Jennifer Coppen and Abe, as the ability to maintain one's message and integrity in the midst of market pressures and changes in social media algorithms (Rosanti & Nur, 2025).

Finally, the Law of Goodwill aspect is a dimension that affirms the positive reputation that has been built through the entire personal branding process and shows the tangible results of the entire personal branding process. Based on the results of the interviews, all informants assessed that the audience gave a positive response to Abe's content. IN stated that "the majority of comments on @abe_daily TikTok account were supportive", while AA added that "many viewers found Abe funny and inspiring". WP stressed that "the audience appreciated the authenticity and positive energy that Abe exuded", while MR said "the public reaction was excellent and negative comments rarely appeared". DR added that "Abe's content can be enjoyed by all ages, including adults, because it carries a universal message of cheerfulness".

The support of the audience and the positive image that is built affirms the success of the family strategy in managing public perception. The goodwill created not only reflects the success of Abe's branding, but also builds the family's reputation as a role model in managing children in the digital space. A resource person from a personal branding expert emphasized that: "Values such as honesty, hard work, and curiosity are the foundation of a long-term brand identity" (NAP, 2025). This explains that parents should ensure that these values are not only displayed on social media, but also practiced in daily life. The psychologist added that: "The formation of goodwill in children in the digital space must be accompanied by psychological protection, because exposure to public comments and social comparisons can affect children's self-esteem" (NFM, 2025). Therefore, emotional supervision and mentoring mechanisms are an integral part of building a healthy positive reputation.

The connection with the study entitled "Analysis of Personal Branding @tasyafarasya as Beauty Influencers on TikTok" strengthens the meaning of goodwill as the end result of the ethical branding process. This research shows that goodwill is formed through a long process that includes communication consistency, content credibility, and the ability to maintain an emotional connection with the audience in a moral and sustainable manner. Tasya Farasya is considered to have succeeded in building a positive reputation because of her honesty and integrity in conveying

her message and popularity. As in the theory of personal branding explained by Peter Montoya, The Law of Goodwill requires the integration of moral values and public perception of one's integrity. In the context of child influencers like Abe, this principle is seen in the family's efforts to maintain a good name by prioritizing the values of politeness, empathy, and social responsibility in every upload, like Abe. @abe_daily has credibility because its content promotes positive family values in addition to visual appeal and popularity (Haris et al., 2024).



CONCLUSION

Based on the research findings on the phenomenon of children's personal branding in @abe_daily, this study concludes that a child's digital self-image is shaped through social media communication strategies combined with family values, parenting patterns, and parents' moral awareness in presenting their child in public spaces. Applying Montoya's eight principles—specialization,

leadership, personality, distinctiveness, consistency, unity, persistence, and goodwill—the study shows that these elements collectively form Abe’s positive image as a cheerful, empathetic, and authentic child. The father’s active involvement plays a central role in guiding Abe’s confidence, communication patterns, and emotional development, which significantly strengthens his digital persona.

The findings indicate that personal branding in children cannot be separated from ethical considerations and parental supervision. Content selection that emphasizes daily life, moral values, and educational messages supports specialization and unity, while consistent parental guidance maintains credibility and coherence in Abe’s digital image. Goodwill and persistence are reflected in the family’s effort to uphold honesty, empathy, and responsibility while adapting to shifting social media trends.

Children’s participation on social media requires ethically aware parental guidance to prevent exploitation and protect their rights and well-being. Clear guidelines are needed regarding content boundaries, parental responsibilities, and children’s mental health protection. Further research is recommended to explore how children’s personal branding develops in algorithm-driven environments and how it affects their identity formation, social interactions, and long-term public perception.

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