Harnessing the Power of Viral Marketing for Social Justice: A Netnographic Study of Netflix's *Ice Cold* Documentary

Kamila Salsabela[a,1,*], Sabri[b,2], Tian Mei[c,3]

[a, b] Communication Department, Universitas Ahmad Dahlan, Jl. Ahmad Yani, Tamanan, Banguntapan, Bantul, DI Yogyakarta 55191, Indonesia
[c] School of journalism and Communication, Shanghai University China, 99 Shangda Road, BaoShan District, Shanghai 200444 China
[1] kamila@comm.uad.ac.id; [2] sabri@comm.uad.ac.id; [3] 422314285@qq.com
* Corresponding author

ARTICLE INFO	ABSTRACT
	This research examines the relationship between social justice and viral marketing, emphasizing the use of viral marketing tactics to advance social movements. In particular, the study looks at how social media and viral marketing affected the popularity of the Netflix documentary *Ice Cold*, which tackles important social justice concerns. A data site is used to collect data using a descriptive qualitative approach and a netnography methodology. Focused on investigating the four components of the social media viral marketing technique: seeding strategy, social network structure, behavioral characteristics, and content. The findings indicate that effective viral marketing campaigns evoke strong emotional triggers, which can lead to high levels of audience engagement and connectivity. The documentary *Ice Cold* serves as a case study demonstrating how emotional narratives can mobilize viewers to participate in advocacy efforts. For marketers aiming to leverage viral marketing for social justice, it is essential to develop seeding strategies that align with current societal issues and movements. This approach should prioritize authenticity and genuine engagement over profit-driven motives, ensuring that campaigns resonate meaningfully with audiences and contribute positively to social causes.

INTRODUCTION

Netflix, a global streaming service, released a documentary directed by Rob Sixsmith about the 2016 cyanide coffee murder of Mirna Salihin by Jessica Kumala Wongso—a highly publicized case in Indonesia. The documentary revisits the courtroom drama surrounding Jessica Wongso's trial, where she was sentenced to 20 years. The debate over Jessica Wongso's guilt is showcased through arguments from her lawyer, Otto Hasibuan, and Mirna's father, Edi Darmawan Salihin. Titled *The Cyanide Coffee Case*, the documentary released on September 28, 2023, critiques aspects of the Indonesian legal system but offers no new revelations about the case (Indra, 2023). Nonetheless, it sparked widespread public discourse and led to the trend of #justiceforjessica.

The documentary offers a new perspective on the cyanide coffee case from seven years ago. According to Supreme Court Decision No. 498 K/PID/2017, the case has been legally resolved with Jessica Kumala Wongso being found guilty of premeditated murder under Article 340 of the Penal Code (Rohyana et al., 2024). However, the documentary raises questions about the evidence used to convict Jessica, pointing out gaps in the case, such as the lack of direct witnesses who saw her put cyanide in Mirna Salihin's coffee. The judges relied on circumstantial, or indirect, evidence to reach a verdict, as discussed by Prof. Simon Andrew Butt during an international seminar titled "Revealing the Controversial Cyanide Case" at Gadjah Mada University (Rizki, 2023). Despite these critiques, the legal ruling remains in place, affirming Jessica Wongso as the convicted perpetrator of Mirna Salihin's murder.

The documentary presents questionable evidence from the case and subjective comments from Mirna Salihin's family, including her father, Edi Salihin, and her sibling, Sandy. Influenced by Edi Salihin's statements, public perception has shifted, challenging the view that Jessica Wongso is innocent (Lahitani, 2023; Mola, 2023). Additionally, the documentary's portrayal of the cyanide coffee trial suggests possible lawlessness and hidden elements, leading to widespread public skepticism about the trial's integrity. Social media quickly amplified these reactions, creating viral momentum that benefits Netflix as the streaming provider. This virality has sparked two main actions advocating for Jessica Wongs's justice: the trending tag #JusticeforJessica and a legal petition seeking a case review for fairness and transparency in the cyanide coffee case (Dewi & Kumalasari, 2023).

Viral marketing encourages consumers to share products or content, often via email or social media, with others in their network to foster connections (Surniandari et al., 2017). Defined simply, viral marketing is a technique that leverages social media and online word-of-mouth (Bhattacharya et al., 2019) to prompt individuals to share information widely, such as social media content (Achyunda & Wulan, 2017). Businesses frequently use viral marketing to promote products and services, enabling rapid dissemination of information across digital platforms and effectively boosting brand visibility and audience reach. However, viral marketing's potential impact extends beyond commercial use. It can also serve as a powerful tool for advancing social issues. Netflix's documentary *Ice Cold* illustrates this approach, using viral marketing to spread awareness and engage online social networks around the case.

Social media's impact portends a revolution in marketing communications (Miller & Lammas, 2010). Social media is used for online tools and websites that offer mutual interaction through information, opinions, interests, and sharing (Akyol, 2013). Social media activity is strongly supportive of information dissemination and exchange of views. Online media provides a faster and more targeted way of disseminating and accessing information than conventional or traditional media (Sarastuti, 2017). No wonder social media networks are a great opportunity for the public to discuss the *Ice Cold* documentary with various opinions. Social media mediates in creating communities and networks by encouraging participation and being interested (Akyol, 2013). Technology development has transformed social movements into digital media, which is called digital activism or digital social movement. One of the ways to get people involved in the movements is by using hashtags. Hashtag (#) is a unique feature in X to gather talk from social media users regarding an issue (Zuraida, 2023). That's how the social and social media movements work, which also applies to the case of cyanide coffee in #justiceforjessica.

Viral marketing is partially grounded in Metcalfe's law, which states that the value of a network grows proportionally to the square of its user base (Wind & Mahajan, 2001). The content becomes truly viral when shared from one person to another. Given the unique nature of message dissemination in digital spaces, marketers must recognize that viral marketing is a digital phenomenon that cannot be effectively executed using traditional, analog approaches (Klopper, 2002). Based on previous research (Çakirkaya & Afşar, 2024), viral marketing distinguishes itself by increasing trust in shared material and encouraging participation through engaging, entertaining, or dynamic content. Another research that shows how the audience's attitude influences viral marketing (Afifah et al., 2022) did an online survey with structured questionnaires sent to 200 respondents using social media platforms such as Line, WhatsApp, Facebook, and e-mail. The results revealed that the audience's affective, cognitive, and environmental responses substantially impacted viral marketing.

This study examines the role of viral marketing in promoting social justice, particularly in its ability to amplify marginalized voices, increase awareness of critical issues, and mobilize collective action. Through the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso*, researchers aim to analyze how viral marketing and social media have helped popularize the film. The documentary's widespread attention has, in part, fueled lawyer Otto Hasibuan's resolve to seek a case review for Jessica Wongso, backed by approximately 3,000 supporting lawyers. The documentary's release has captured public interest, generating significant media coverage in Indonesia and internationally. Moreover, to learn how viral marketing drives social justice through the use of social media in the Netflix documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* used four (four) virus marketing factors according to (Hinz et al., 2011) viral success: (1) Content, (2) The structure of the social network, (3) The behavioral characteristics of the recipients, and (4) The seeding strategy.

The effectiveness of viral marketing begins with content with a memorable and appealing message. Content with practical value often holds social exchange value, as people may share it to encourage reciprocity. Additionally, the emotional quality of content can influence its shareability (Berger & Milkman, 2012). In a network, individuals or audience members are represented as nodes, while connections between nodes facilitate the spread of viral messages (Bampo et al., 2008). The structure of a social network influences the reach of these messages, as recipients' behaviors and their likelihood of sharing content play a crucial role. News items with high informational value and positive sentiment are frequently shared. Content with information utility and novelty often spreads well through email, whereas emotionally evocative or familiar content is more likely to be shared on social media (Kim, 2015). The seeding strategy defines the initial group of target consumers for a viral campaign. It is critical, as it allows campaign initiators to select individuals based on social attributes or network metrics to maximize reach (Toubia et al., 2011).

This article addresses the current issue and situation concerning the growing phenomenon of virality in society. That is, there is a need to curate and filter messages and content in circulation. Viral marketing is identical to sales or

marketing strategies for products or services. It explores whether viral marketing is evolving from a product-focused strategy to one that can also serve as a means to promote social justice objectives.

METHOD

Netnography is a qualitative research method used to study various aspects of social media, particularly online communities, enabling researchers to gather and analyze data that is naturally archived in the virtual world (Udenze, 2019). In *Netnography: Seeking Understanding in a Networked Communication Society*, Kozinets (2015) provides a theoretical foundation for netnography as a crucial research tool. He coined the term *netnography* to describe an ethnographic approach tailored to studying online communities. While traditional ethnography focuses on diverse cultural groups to uncover shared beliefs, values, and behaviors (Cresswell & Cresswell, 2019), netnography specifically examines discussions, interactions, communications, and relationships fostered on social media platforms. These interactions often reflect active conversations within online communities.

While netnography is a way of conducting anthropological research through the Internet, using publicly available information that everyone freely shares through social media. Netnography adapts ethnographic research techniques to study cultures and communities that occur in computer-mediated communications and then develops into research techniques for social media (Kozinets, 2015). Moreover, the diversity of the virtual community reflects that the communication patterns are undergoing a significant shift. The shift in patterns of interaction and communication from the "real society" to the "virtual society" requires new research approaches, and from that comes netnography. The same applies to this study which aims to look at the patterns of communication and interaction created in the virtual society in social media related to the viral marketing of a documentary film in promoting social justice. According to Raymond Lee, topics that can be raised in netnography research are based on the sensitivity of issues around us. This topic raised issues related to social justice in the Netflix documentary *Ice Cold: Murder, Coffee, and Jessica Wongso*. Furthermore, the stage of netnography research according to (Eriyanto & Nur, 2021), consists of 6 (six) stages, of which:

Fig. 1. The Stage of Netnography
Source: Eriyanto & Nur (2021)

FINDINGS AND DISCUSSION
A. Characteristics of Shareable Content

Many kinds of content are spread on social media, but not all content gets the attention of users to share. Users tend to sort and choose content they think is appropriate and should be shared in other social spheres. The main factor in viral marketing is memorable content with social exchange value, and people want to share it. Content characteristics and emotional aspects may also affect whether it is shared (Heath et al., 2001). People may share emotionally charged content to make sense of their experiences, reduce dissonance, or deepen social connections (Peters & Kashima, 2007). In this case, the emotions shared for the need to deepen social connections of the users formed a social connection because the same feelings created it is anger, sadness, and disappointment in the form of protest against the legal process on the handling of the case of Cyanide Coffee.
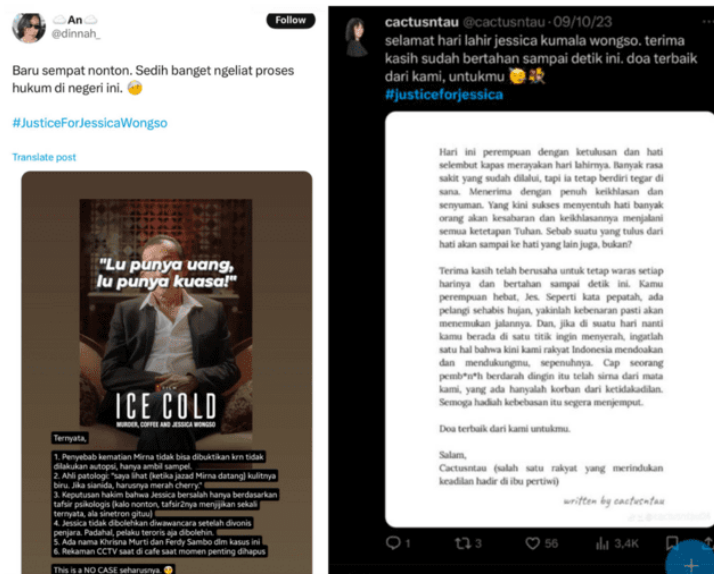
Fig. 2. Emotional triggers user Tweets on X
Source: Compiled by researchers from X

Emotional triggers (Berger & Milkman, 2012) Anger evokes a strong feeling of annoyance, displeasure, or hostility among users, and sadness is defined as the condition or quality of being sad. The post evokes sadness among users. A user tweeted on the X platform about the case of a cyanide coffee emotional trigger of sadness as revealed, "New time to watch. It's very sad to see the legal processes in this country." The sad feelings of the users of this country's legal process in the handling of the case of cyanide coffee. There are some points and weirdnesses about the cyanide coffee trial of Jessica Wongso and Mirna Salihin. Users feel sympathy with the accused, Jessica Wangso, as the murderer of Mirna Salihin, without concrete legal evidence, and a lot of legal processes have holes. This emotional feeling of sympathy connects the community's social life, so from a variety of users' comments on some platforms, the majority have the same feelings.
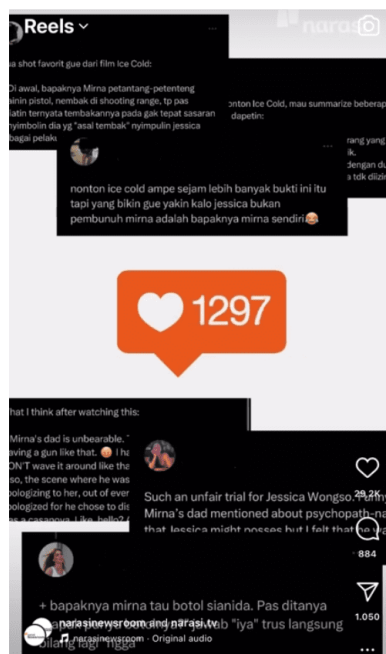

Fig. 3. Instagram user comments on the Ice Cold movie
Source: Instagram Narasineewsroom (October 4, 2023)

It's not just the sympathy for Jessica Wongso that makes the topic of this Netflix documentary, *Ice Cold,* a shared content format. The feeling of anger as an emotional trigger against Mirna Salihin's father (Edi Darmawan Salihin) is also

one of the factors that makes this *Ice Cold* documentary interesting to share. Some of the Instagram users' comments on Edi Darmawan Salihin in the *Ice Cold* movie include:

> *Such an unfair trial for Jessica Wongso;*
>
> *Mirna's dad is unbearable;*
>
> *From the beginning, her father challenges her fortress with a gun and shoots at a shooting range, but after all, it turns out that she was shot at the wrong target = which symbolizes her who concluded Jessica was the perpetrator, but this may not be accurate;*
>
> *+ Her father knew the cyanide bottle. When asked, "Do you have the bottle?" he replied, "Yes." He said, "No".*

According to users, the arrogance displayed by Edi Darmawan Salihin as his personality in the *Ice Cold* documentary has sparked a conspiracy amongst the public that Edi Darmawan Salihin, as Mirna Salihin's father, was the culprit. This opinion is shaped by the way that Edi Darmawan Salihin tells the chronology of his daughter's death, Edi's belief in Jessica Wongso as the killer, Edi's arrogance in winning the case and making Jessica Wangso the suspect, Eddie's ownership and understanding of the cyanide poison, and his failure to allow the autopsy process of Mirna Salihin's body by Edi and his family. Users who agreed that Edi Salihin could be the culprit behind Mirna Salihin's death spread content that talks about Edi Salichin's misconduct in the *Ice Cold* Documentary, thereby bringing in more users who agree with Edi Salihins's position as someone to be suspected of.
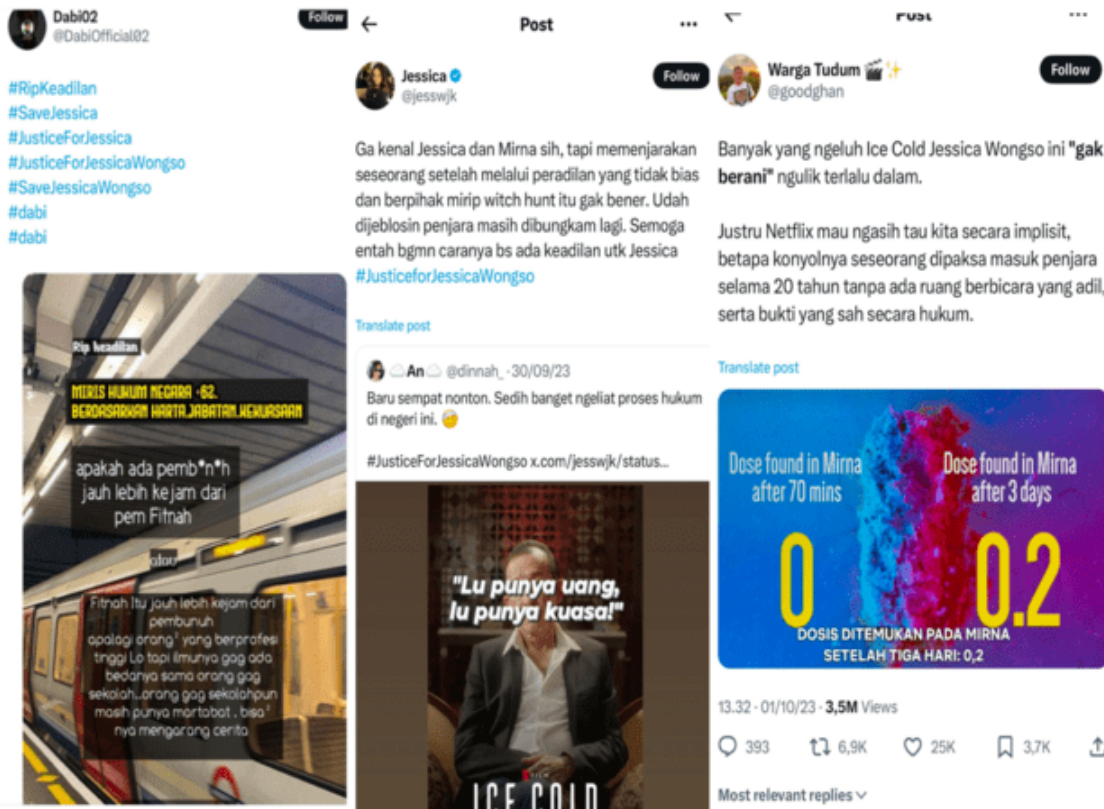

Fig. 4. User X comments related to legal processes in Indonesia
Source: Compiled by researchers from X

One of them is news factors based on conflict that the content as reflecting disagreement between parties, individuals, groups, or countries (Tenenboim, 2022). In the case of the *Ice Cold* documentary, conflicts arise between users and states. The user disagreed with the Indonesian legal process in dealing with this case. There are many legal shortcomings in the judicial process of the Jessica Wongso and Mirna Salihin cases. Most of the *Ice Cold* documentary features expert witnesses and lawyers of accused Jessica Wongso who turned out to have a lot of facts on Jessica Wongso's legal process. No autopsy of Mirna Salihin's body, no cyanide content discovered on the third day of her death, and no concrete proof of Jessica Wongso being the murder suspect. Interestingly, in some countries, no autopsy means no case and no crime. In this case, it should not be possible to go into the investigation and legal process because there was no autopsy as the basis for opening this case for investigation.

Content evaluation aspects from criticism from evaluative language expressing disapproval of someone or something (Tenenboim, 2022). Users are demanding justice in Indonesian legal processes dealing with Jessica Wongso and Mirna Salihin's cases in various comments on various platforms. The majority of users regret that running legal processes is not so fair, putting the people in power ahead, and they are even demanding that this case be reopened and reviewed.
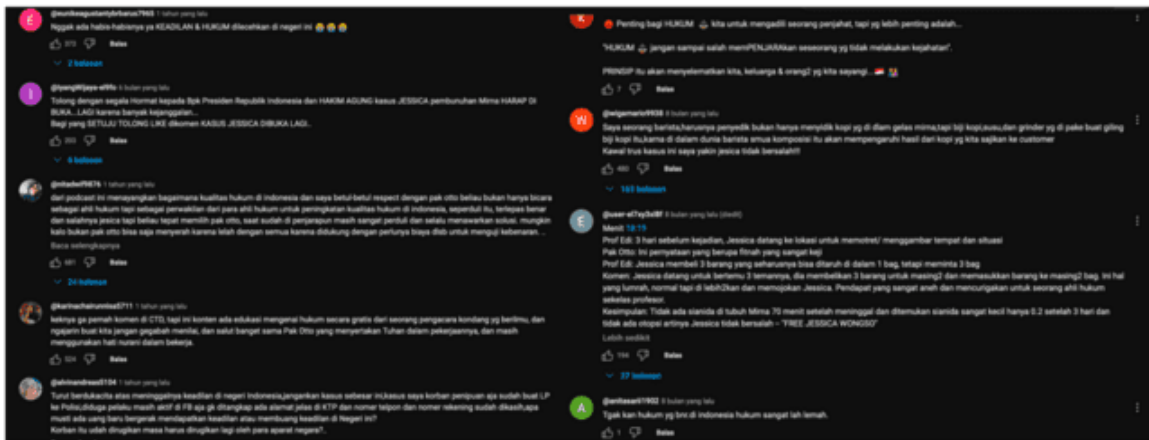

Fig. 5. User comments on YouTube related to law enforcement in Indonesia
Source: Compiled by researchers from YouTube

The question is, which one is easier to share? Positive content or negative content? The distribution of this content can be seen from its activation. Content full of anger, anxiety, and sadness all have negative emotions. However, anger and anxiety tend to increase the activation of emotions and actions. At the same time, sadness tends to have low emotional activation. Some of the content above indicates the emotional trigger of criticism and disagreement with the legal process of the Jessica Wongso and Mirna Salihin cases. Given that sharing information requires action, some researchers suggest that activation similarly affects social transmission and increases the likelihood that the content is widely shared (Berger & Milkman, 2012). *Ice Cold* documentary content contains emotional triggers and criticism wrapped in feelings of anger and disappointment that activate the activation of emotions and actions. That's the answer to why the content of this *Ice Cold* documentary has a highly shareable format due to the characteristics of content that have emotional triggers and critics.

The emotional trigger and criticism of the *Ice Cold* documentary by the user are embodied in the following: (a) Emotions that lead to the father of Wayan Mirna Salihin (Edi Darmawan Salihin) for being judged to overemphasize Jessica Wongso as a suspect, (b) The fact that the autopsy process was not performed, only a stomach test after 3 days, (c) There is a suspicion of the party trying to lock someone in this case, (d) There's no physical evidence that Jessica killed Mirna, and (e) The legal process in the case of Jessica Wongso and Mirna Salihin reopened. The content generated by the Netflix documentary *Ice Cold: The Murder, Coffee, and Jessica Wongso* creates anger and frustration, increasing the activation of emotions and actions so that the content distribution becomes widespread. Passion-based analysis or activation gives a different perspective. Although both feelings are negative, anger may increase transmission (because it is characterized by high activation), while sadness can decrease transmission (Berger & Milkman, 2012).

The role of the content format may moderate the effectiveness of specific types of content on social media engagement behavior (Shahbaznezhad et al., 2021). The content format also affects the distribution of content. When posting emotional content, some content creators show that using the video format will stimulate active engagement from users (in the form of comments) (Shahbaznezhad et al., 2021). Starting from emotional activation to the emergence of various actions naturally increases transmission so that the spread is widespread. A 2018 survey conducted by Dailysocial in collaboration with the JakPat Mobiile Survey Platform found that out of 2,023 smartphone users, 67.97% knew the podcast. Moreover, 65% of respondents were interested in podcast content, and 62.69% said the podcasts were easily accessible (Chitra & Oktavianti, 2020).

Some of the major Indonesian podcasters that invited sources in the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* include Deddy Corbuzier, Denny Sumargo, Dr. Richard Lee, Karni Ilyas.
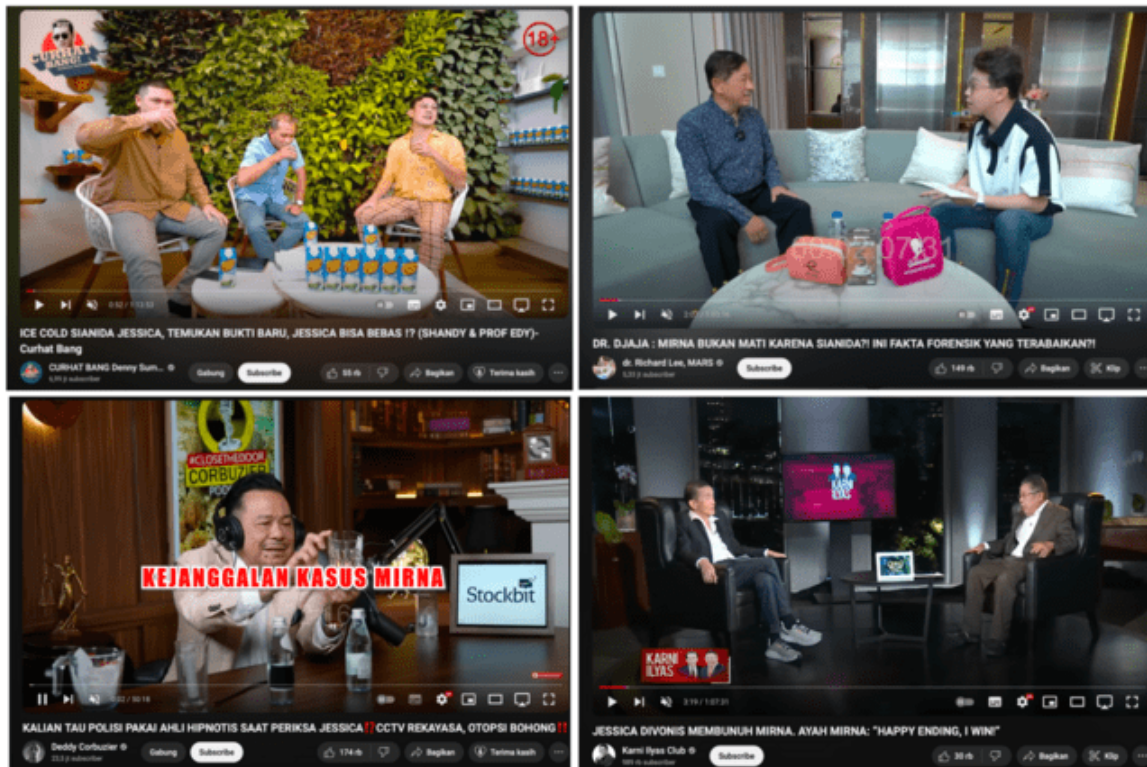
Fig. 6. Podcasts about the case of cyanide coffee that invited Otto Hasibuan, Edi Salihin, Prof. Edy, and dr. Djaja
Source: Compiled by the researcher from YouTube

Each of the podcast videos invites many comments and clips from the podcasts that are re-uploaded on other platforms like TikTok and Instagram. On the YouTube video channel Karni Ilyas Club, the video interview with Edi Salihin got 34,152 thousand comments. The video on the YouTube channel of Dr. Richard Lee, who invited Dr. Djaja to explain the cyanide content in Mirna Salihin's coffee, got 24,764 thousand commentaries. The next video by the YouTube channel Curhat Bang Denny Sumargo, who invited Prof. Edward Omar Sjarief as Wamenkumham and law observer and Shandy Handika as Prosecutor General, managed to bring 46.690 thousand reviews. Lastly, a video from Deddy Corbuzier's YouTube channel inviting Otto Hasibuan as accused lawyer Jessica Wongso got 33,282 thousand comments. The four videos were uploaded between October 6 and 10, 2024, a week after the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* was released. The four podcasts above are just one of the many podcasts that discuss the case of Jessica Wongso and Mirna Salihin on YouTube. The podcast format on the YouTube channel is about an hour longer, allowing users to cut clips of the video podcasts and distribute them to other platforms like stickers to get high viewers ranging from 28 to 750 thousand viewers.

Fig. 7. Video clips from the podcast Deddy Corbuzier, Dr. Richard Lee, Denny Sumargo, and Karni Ilyas
Source: Compiled by researcher

B. The Influence of Social Network Structure on the Spread of Viral Messages

From all kinds of emotional triggers and criticisms formed a tag #Icecoldnetflix #Justiceforjessicawongso #Justiceforjessica #SaveJessica that ultimately extends content sharing to the entire user. Even creating a social networking structure across social media. The activity formed after the dissemination of a message from the contents of the documentary *Ice Cold* is a social network in the world of the Internet. Research findings confirm that the social culture of digital networks plays a critical role in the spread of viral messages (Bampo et al., 2008). Some factors can be used to model the viral process broadly: the underlying population and their social connectivity, the behavioral characteristics of the audience that facilitate the propagation of the message, also the size and connectivity of the successfully reached audience (Bampo et al., 2008).

It's worth noting that the social network structure has nodes and edges. Nodes represent a member of the population/audience on a social network. There is an activity carried out by these nodes so that relationships are formed between nodes to spread viral messages called edges. Node behavior determines the distribution of messages through social networks. On a small scale, messages spread due to emotional sensitivity to a similar issue encourage users to propagate to other nodes or audiences. The spread among members of nodes of content that provokes user emotions on weak legal processes in Indonesia is becoming increasingly widespread, creating edges.

The viral construction of the *Ice Cold* documentary is assessed from the shareable content format that generates the behavior of social media users, thus forming social connectivity that ultimately facilitates the distribution of the message to a very wide audience. Nodes will be connected if an edge connects between one node and the other node. How do you get edges on the social network structure? First, we must understand what underlies the nodes and shapes social connectivity. To understand the underlying population and their social connectivity, there is a need for the basic reason that makes the audience spread the message, namely emotional triggers and criticism of the legal process of Mirna Salihin's murder case using cyanide eight years ago that came back after the release of the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso.*

How is the social network structure realized in the dissemination of the viral message of the documentary film *Ice Cold: Murder, Coffee, and Jessica Wongso*? The presence of emotional triggers and criticism in the Jessica Wongso and Mirna Salihin case has created several popular hashtags on various social media platforms, including #Icecoldnetflix, #Justiceforjessicawongso, #Justiceforjessica, and #SaveJessica. These hashtags are most widely used on social media X, making them trending topics. It's not uncommon for Instagram, YouTube, and TikTok to use those hashtags to improve SEO.

The social network structure contains connectivity and communication embedded in the Internet. One example starts with a thread on social media X created by an account named @marimassachet and uploaded on October 1, 2023.
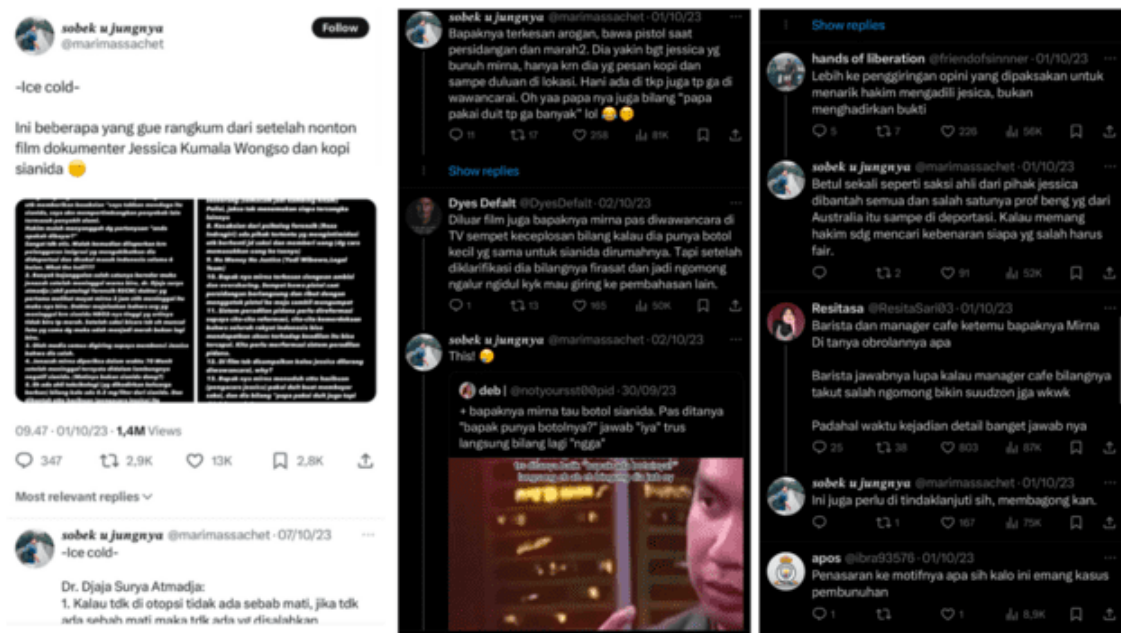

Fig. 8. Thread of The Ice Cold documentary that got a lot of comments
Source: X account @marimassachet

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Thread created by @marimassachet's account earned 1.4 million viewers, 2.6 thousand reposts, 13 thousand likes, 2.8 thousand bookmarks, and 362 quotes. A lot of X platform users commented on the @marimassachet account thread. This is called the social connectivity (edge) that is connected to the Internet by the users (nodes); where this social connection has managed to increase the reached audience on the X platform so that it spreads the viral message of the case of Jessica Wongso and Mirna Salihin in the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso*. Using hashtags is one approach to encourage others to join the movements. One of X's special features is the hashtag (#), which allows users to discuss a topic with other users on social media (Zuraida, 2023). So the forward message activity, if it happens continuously, eventually forms the network structure and connectivity that creates the viral message

C. The Behavioral Characteristics of the Recipients

From shareable content and social network structure, content creators are interested in re-creating content issues about the documentary film *Ice Cold: Murder, Coffee, and Jessica Wongso* to get more engagement. How do content creators get engagement for the content they create? Content creators will create content that can generate awareness, knowledge, and changes in consumer behavior as part of marketing activities to create content that has value for the audience (Simabur et al., 2023). It can be said that online news media, podcasts, and social media users who make clips can be classified as content creators. Their content aims to create awareness and knowledge and change the audience's attitude. In the social network structure, there are changes in awareness, knowledge, and changes in the attitude of the audience.

How does the movement characterize the audience's behavior, and their change in awareness and knowledge after getting a message about the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso*? We can see from the creation of a petition for a review of Mirna Salihin's death case. Online petitions as a form of political participation are quite effective (Wahyu & Whisnu, 2021). One online platform to facilitate petitions against unfair cases in Indonesia is change.org. With the advancement of information technology, there are many new ways to express opinions, protest, and convey aspirations publicly. The Change.org site is one of them, it serves as a container to accommodate complaints or public complaints to governments or agencies, encourage policy change, and help include the issues petitioned on the agenda of the petition target, that is, the government (Wahyu & Whisnu, 2021).

Fig. 9. Online petition reviewing Mirna Salihin's death case
Source: Change.org

The petition "Justice for Jessica #JusticeForJessica | Revision of Wayan Mirna's death case" sets the target of 35,000 participants to sign the petition, so reaching 26.030 people to sign it. The petition was addressed by Joko Widodo as President of the Republic of Indonesia, the Supreme Court of Indonesia, and the DKI Jakarta High Court. The audience's

change of attitude following the dissemination of messages related to the case of Jessica Wongso and Mirna Salihin in the documentary film *Ice Cold: Murder, Coffee, and Jessica Wangso* created an attitude to uphold legal justice for Jessica Wongso with the output of online petition signing on the online platform Change.org.

Again, news items with high informative utility and emotional activation align with audiences' actions to disseminate that information, form social connectivity, and even create major actions like social movements to get social justice for Jessica Wongso

D. The Seeding Strategy for Social Justice

In some previous references, the seeding strategy is more often used for product marketing and to get viral marketing campaigns that are deliberately created. Hinz criticized marketers' practices based solely on mathematical models and computer simulations (Hinz et al., 2011). Hinz applied seeding strategies by paying attention to the belief in the relationship between product and consumer, how marketers use their reach, and whether marketers are more persuasive in marketing their products.

The result was that marketers could have the highest number of referrals if they sent messages directly to the center or high level rather than randomly. The question is, the message from the content that raises the issue of Mirna Salihin's death is not a seeding strategy to sell a product. But the next question is, is the spread of messages through the increased emotional activation of the Mirna Salihin murder case by Jessica Wongso a marketing strategy created by Netflix? Netflix deliberately activates an emotional audience that indirectly ends up racing to create content that is the shareable format in the social network structure to shape a change in audience behavior by forming a petition for justice for Jessica Wongso.

In short, the dissemination of content that forms emotional triggers and criticism, creates social network structure, changing the behavior characteristics of audiences is a viral marketing strategy embedded in Netflix to increase the audience of the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* got 3 million viewers on the fourth day of the show and was liked by 86% of users.

This research doesn't deal with the marketing that Netflix does. However, the researchers looked at increased emotional activation by undermining social justice for Jessica Wongso, which could be a natural seeding strategy (Al-Tameemi et al., 2024) by Netflix. The dissemination of an issue by presenting the facts about the extraordinary legal process of Jessica Wongso became an issue that attracted the audience's attention. Until then, audiences naturally create content distribution and shape their social network structure (Mehra, 2024). The issue of social justice for the moment in Indonesia has become a priority concern for the audience and a form of criticism of the government (Wibisono & Fikri, 2024). So, it's not surprising that the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* is a viral Netflix documentary. It could also be Netflix's tactics for viral marketing through social justice issues.

The seeding strategy of the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* lies with social media users who create their content to become shareable content formats. Naturally and naturally, the content creates connections between users that form edges through the comments created to form their social network structure. However, Hinz's research found that the highest success in marketing is the determination of seeding strategies that directly touch the center point to obtain high results and that it is determined rather than just touching the target randomly (Hinz et al., 2011). The viral phenomenon of the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* is a random venture that turns out to be perfectly captured by audiences with similar interests in social justice.

CONCLUSION

The Cyanide Coffee case involving Jessica Wongso and Mirna Salihin presents compelling elements for discussion, given its emotionally charged nature and the criticism it has sparked. These characteristics foster social connections among users with heightened emotional engagement, making the documentary *Ice Cold: Murder, Coffee, and Jessica Wongso* a highly shareable piece of content. Emotional responses are activated between network nodes, which then form connections or "edges" within the social network structure. As users repeatedly share the content, a network structure takes shape, enhancing message virality around this case.

Moreover, news items with high informational value and emotional resonance align well with audience behavior, encouraging further sharing, strengthening social connections, and even inspiring actions like social movements advocating for justice for Jessica Wongso. Various nodes within this network have coalesced into hashtags such as #JusticeforJessicaWongso, #JusticeforJessica, and #SaveJessica. Beyond hashtags, audiences have also initiated a petition urging a review of Jessica Wongso's legal case.

For future research, it is recommended that marketing practitioners apply seeding strategies not only targeted at consumers but also focused on recent issues, as these can foster social movements and enhance viral marketing efforts, indirectly amplifying marketing reach.

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