

ABSTRACT

The phenomenon of using documentary films as a means of influencing public opinion is becoming increasingly interesting, especially in controversial legal cases. The documentary film "Ice Cold" re-raises the case of Jessica Kumala Wongso which had been in the public spotlight. This study aims to analyze The influence of the documentary "Ice Cold" on the choice of media as a means of obtaining information on the Jessica Kumala Wongso case. The method used in this study is a quantitative method with a survey approach. Data were obtained by distributing questionnaires to respondents who had watched the documentary. The results of the study showed that the documentary film "Ice Cold" had a significant influence on public opinion, where most respondents showed stronger opinions after watching the film, with a high level of trust in the information presented, while a small number of others showed more skeptical opinions.

Keywords: Documentary Film, Public Opinion, Jessica Kumala Wongso Case, Media Influence, Mass Communication