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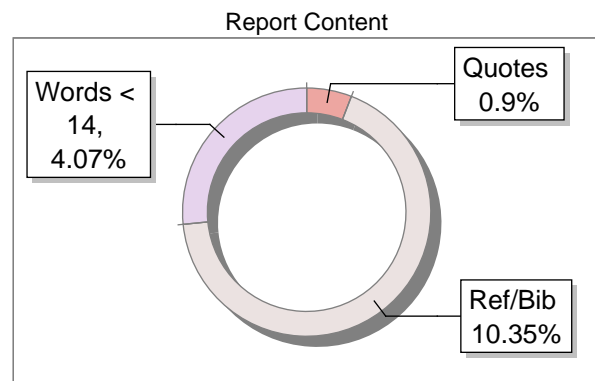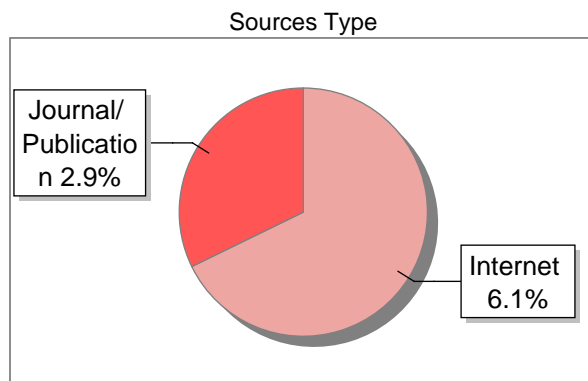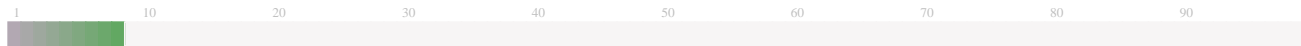## Submission Information

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Harnessing the Power of Viral Marketing for Social Justice: The Impact of Social Media on The Netflix Documentary *"Ice Cold: Murder, Coffee, and Jessica Wongso"*

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ABSTRACT

Viral marketing is word-of-mouth advertising that spreads quickly via online channels and can potentially have far wider effects than just commercial ones. This paper examines how viral marketing can be used to advance social justice by utilizing its ability to make social networks that motivate mass action. To create social justice, the goal is to examine how social media and viral marketing have affected the success of the Netflix documentary Ice Cold. Employing a netnography methodology and descriptive qualitative, data is gathered using a data site. Centered on examining the four elements of the viral marketing technique on social media: content, behavioral characteristics, social network structure, and seeding strategy. The result is emotional triggers and criticism forming the presence of high emotional activation resulting in the social connectivity of the audience that creates the tag and signature of petitions as the realization of social justice. Recommendations for marketing practitioners to create seeding strategies through current issues and social movements that are not just about profit-based marketing.

1.Introduction

Netflix, a streaming service provider (McKee, 2018) made a documentary directed by Rob Sixsmith about the 2016 murder of Mirna Salihin by Jessica Kumala Wongso using cyanide coffee, a major case in Indonesia. The documentary tells the flashback of the hammer trial of Jessica Wongso, who was sentenced to 20 years in prison. The debate over whether Jessica Wongso murdered Mirna Salihin is not only featured in the documentary through Otto Hasibuan's argumentation as lawyer Jessica Wangso with Edi Darmawan Salihin's father of the murderer. The controversial Netflix documentary "Cyanide Coffee Case" highlights the current Indonesian legal system, but does not provide any new information about the murder of Wayan Salihin (Indra, 2023). So the documentary, which was released on September 28, 2023, created a wide range of public discourse that triggered the emergence of the tag #justiceforjessica.

The documentary presents a different perspective from seven years ago. According to Supreme Court Decision No. 498 K/PID/2017, this case of cyanide coffee already has legal force (inch rat) based on a Court ruling which declared Jessica Kumala alias Jess Kumala Wongso alias Jess found guilty of committing a criminal offense of 'pre-planned murder' as regulated and threatened criminal as referred to in Article 340 of the Penal Code (Pratama Fajar, 2023). While the documentary presents that there are many holes in the proof that Jessica Wongso was her killer. One of them is no direct witnesses who saw Jessica put cyanide poison on Mirna's coffee so the judge's assembly was judged using circumstance evidence or indirect evidence against Jessica, this was presented by Prof. Simon Andrew Butt in an international discussion "Menguak Kasus Kontroversi Kasus Sianida" at UGM (Rizki, 2023). Until the dissemination of the narrative formed in this case is valid the legal ruling that the murderer of Mirna Salihin is Jessica Wongso?

The documentary features a lot of untrue evidence from the case, plus subjective comments from Mirna Salihin's closest friends, Edi Salihin (father) and Sandy Salihin. (sibling). The public's judgment of the answers given by Edi Salihin has changed the construction of their belief that Jessica Wongso is innocent. In addition, the reconstruction of the course of the cyanide coffee case trial that was much discussed in the film raised public doubts that the trial was running with lawlessness and a lot of things covered.
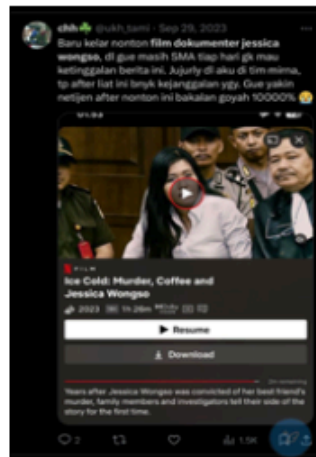

Fig. 1. Public review on Social Media X

The dissemination of comments from the community related to the case was massively and quickly distributed through social media. Whatever the pros and cons, the fact that this spread through social media creates a virality system that clearly benefits Netflix as the documentary streaming service provider. The domino effect created by the viral Ice Cold documentary is the raising of justice issues for Jessica Wongso who is still unbelieved as the murderer of Mirna Salihin seen from the many loops on the evidence evidence of the trial and the case. At least there are 2 (two) actions formed from the virals of the Ice Cold documentary on the social justice of Jessica Wangso namely the emergence of the tag #Justiceforjessica and the legal petition handling of the case of Jessica Wongso by the advocates for the improvement of the law and justice and the PK (Peninjauan Kembali) of this case of cyanide coffee.

Figure 2 Tweet community on platform X

Why is the idea of viral marketing used? Viral marketing (Surniandari, et al., 2017) relies on this idea of communication and distribution by persuading buyers to distribute products via email or e-mail to others who may enter their social environment to build relationships. Viral marketing can simply be defined as a marketing technique that utilizes social media also called word of mouth using the Internet and social media (Bhattacharya et al., 2019). Viral Marketing can be done to persuade individuals to disseminate information about a particular information that can be content on social media (Achyunda & Wulan, 2017). Marketers often use viral marketing to promote their goods and services. Viral marketing, a form of word-of-mouth advertising that spreads rapidly through online platforms, has become a crucial tool for businesses and organizations seeking to increase brand awareness and reach a wider audience. But can viral marketing also work in such a way on social issues as viral Marketing as a marketing strategy tool for a product? However, its potential impact extends far beyond commercial applications. Similarly, this Netflix-produced Ice Cold documentary shows his efforts to spread through viral marketing strategies to promote to online social networks.

The impact of social media does, in fact, portend a revolution in marketing communications (Miller & Lammas, 2010). Social Media is a term used for online tools and websites that offer a chance for 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 then if social media networks are a great opportunity for the public to talk about the Ice Cold documentary with a variety of 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, 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, and this also applies to the case of cyanide coffee in #justiceforjessica.

Viral marketing is somewhat based on Metcalfe's law, which says that a network's usefulness is proportionate to the square of its user base (Wind & Mahajan, 2001). Virus objects become true viral objects the moment a person forwards them to someone else, because of the way the message is disseminated, marketers need to understand that viral marketing is a digital phenomenon that cannot be produced with an analog plan (Klopper, 2002).

This article explores the role of viral marketing in promoting social justice by leveraging its capacity to amplify marginalized voices, raise awareness about pressing issues, and collective action. Through the documentary film Ice Cold: Murder, Coffee and Jessica Wongso, the researchers wanted to see the real role of viral marketing and social media in popularizing the film. How is the viral marketing concept in raising the case so far that Otto Hasibuan is becoming more and more convinced to submit a review of the case with the support of about 3,000 lawyers who gave his power to Jessica Wongso? Given that the release of the documentary film became news that got public attention not only in Indonesia but also abroad.

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 fact that tales, news, and information might be valuable is one reason individuals might share them (Berger & Milkman, 2012). The first factor in viral marketing is the availability of **content** whose message appeal is easy to remember. Practically beneficial content has a social exchange value and people may share it to create reciprocity. Emotional qualities of content may influence whether it is shared (Berger & Milkman, 2012). A network consists of nodes and an edge set that connects the node pairs. Population members or audiences are represented by nodes, and communication relationships between nodes can be used to spread viral messages (Bampo et al., 2008).That's where the **social network structure** factors influence the spread of viral messages. The **behavioral characteristics of the recipients**, and the behavior of the audience in viewing and sharing content spread in the social network structure. News items with high informative utility and favorable mood prompted frequent picks and retransmissions. Information utility and novelty had more positive connections with e-mail-specific virality, whereas emotional evocativeness, familiarity, and exemplification were more likely to elicit social media-based retransmissions (Kim, 2015). The **seeding strategy** defines the initial set of targeted consumers selected by the viral marketing campaign's starter (Bampo et al., 2008). This aspect is important because it is completely under the initiator's control and can make use of social features or observable network measures (Stephen & Freud, n.d.).

This article is paramount in the current issue and state of affairs concerning the growing phenomenon of virality in society. That is the current need for curation and filtering of messages and content in circulation. Viral marketing is identical to sales or marketing strategies for products or services. This research wants to see how viral marketing is on social justice. Is there a shift from viral marketing to marketing products that also serve as marketing to get social justice?

2.Method

Netnography is a qualitative research method that investigates various areas of social media, especially online communities, to be able to dig for information and present the quality of data that is automatically archived in the virtual world (Udenze, 2019). The article Netnography: Seeking Understanding in a Networked Communication Society (Kozinets, 2015) attempts to explain from a theoretical point of view that netnografy is considered one of the most important research tools.

The term netnography was coined by (Kozinets, 2015) to refer to an ethnographic approach to the study of online or virtual communities. If the ethnographic approach focuses on groups of different cultures to find patterns of shared beliefs, values, and behavior among group members (Cresswell & Cresswell, 2019) then netrography is a research method that relies on discussion, interaction, communication, and relationships that are awakened through several social media platforms. Some interactions reflect interactive conversations between members of the online community.

While netnography is a way of conducting anthropological research through the Internet, using publicly available information that everyone freely shares through social media. Netnography can also be defined as a qualitative research methodology that 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).

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.

The stage of netnography research according to (Eriyanto & Nur, 2021) consists of 6 (six) stages, of which:

a. Initiation
The researchers will reveal the problems and purposes of the research to find out how viral marketing issues are thought to be able to promote social justice through the use of social media.

b. Investigation
This study uses site data, i.e. data on conversations on social media (Kozinets, 2015). The digital research objects to be viewed are social media posts and comment columns on Instagram, YouTube, X, and TikTok with time vulnerabilities from October to December 2023. The selection of the three platforms is based on the top social media platforms frequently used in Indonesia. Searched data can be images, videos, text, and non-streaming webcasts (podcasts).

c. Interaction
Interaction involvement of researchers with the data surveyed without participating in informant activities. The aim is to understand the point of view of the person or object being studied.

d. Immersion
Immersion Digital recording of diverse data such as text, photos, videos, images, and visual audio e. Integration Researchers perform analysis and interpretation of all data obtained from the collection and observation results.

e. Integrasi
Peneliti melakukan analisis dan interpretasi seluruh data yang diperoleh dari hasil pengumpulan dan observasi.

f. Incarnation
Communicates the results of research in qualitative descriptive form.

3. Findings and Discussion

In this section, the results of the research are explained and, at the same time a comprehensive discussion about characteristics of shareable content in Ice Cold: Murder, Coffee and Jessica Wongso movie. Discuss the influence of social network structure in spreading viral messages. Seeding strategies are possible for social justice issues.

3.1. 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 that they think is appropriate and deserves to be shared in other social spheres. The main factor in viral marketing is content that is memorable, has social exchange value and people want to share it. Content characteristics and emotional aspects of content 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.
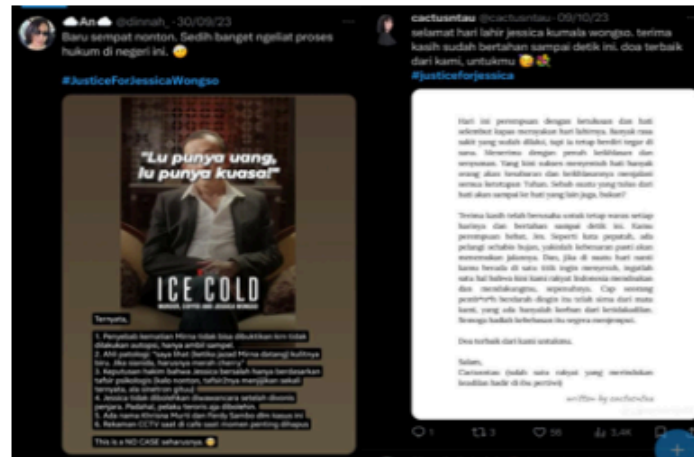

Figure 3 Emotional Triggers Cuitan Tweet Pengguna di platform X
Source: Compiled by researchers from X

Emotional triggers (Berger & Milkman, 2012a) anger is evoking among users a strong feeling of annoyance, displeasure, or hostility among users and sadness 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. In fact, 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 social life of the community, so from a variety of users' comments on some platforms the majority have the same feelings..
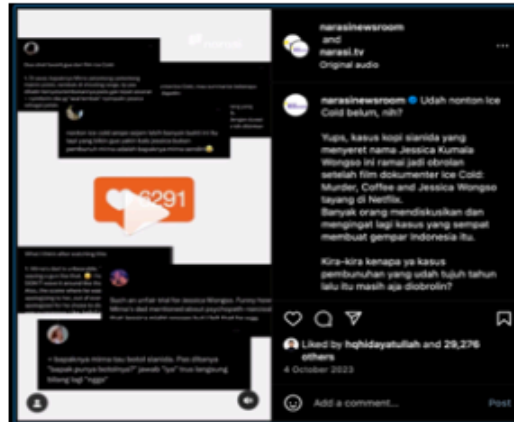
Figure 4 Instagram user comments on the Ice Cold movie
Source: Instagram Narasinewsroom (October 4, 2023)

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 unebearable;*
>
> *From the beginning, her father challenged her fortress with a gun and shot at a shooting range, but after all, it turned out that she was shot at the wrong target = symbolized her who concluded Jessica as the perpetrator but may not be accurate;*
>
> *+ her father knew the cyanide boottle. 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 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.
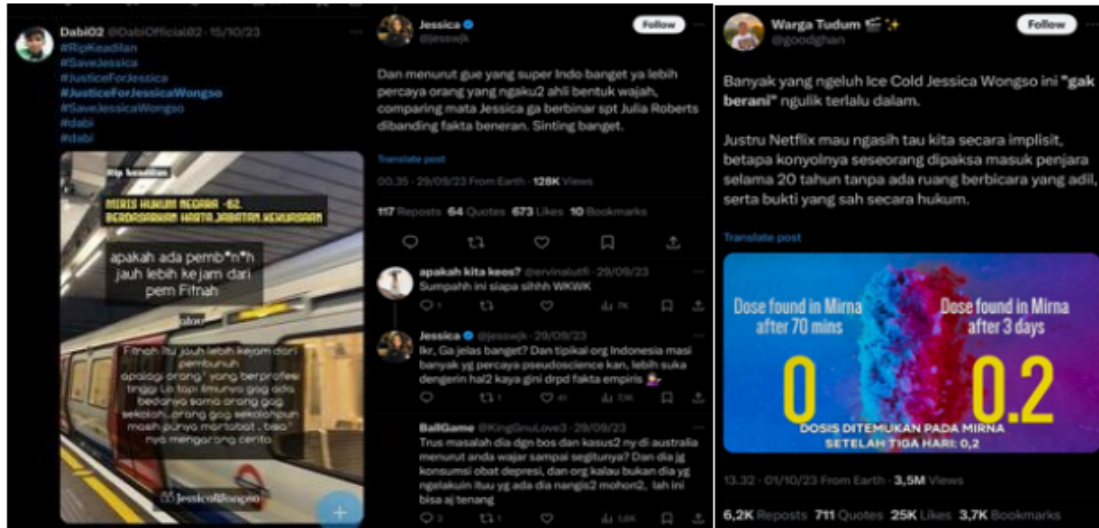
Figure 5 User X comments related to legal processes in Indonesia
Source: Compiled by researchers from X

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 expressed his disagreement 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. It means, 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 containing evaluative language that expresses 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 a variety of comments on various platforms. The majority of users regret running legal processes is not so fair, putting the people in power ahead and even they are demanding for this case to be reopened and reviewed.
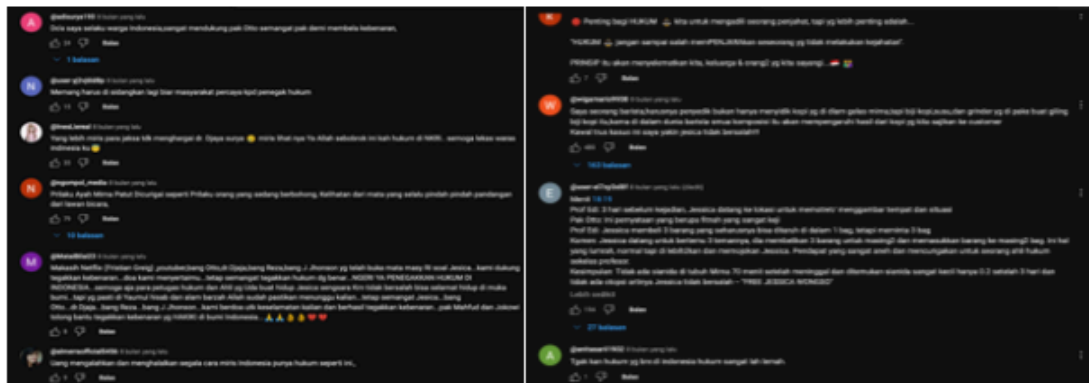
Figure 6 User comments on YouTube related to law enforcements in Indonesia
Source: Compiled by researchers from YouTube

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 has a similar effect on social transmission and increases the likelihood that the content is widely shared (Berger & Milkman, 2012a). 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 is 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.

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 which tends to increase the activation of emotions and actions so that the distribution of the content 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

First Author et.al (Title of paper shortly)

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% of them said that the podcasts were easily accessible (Chitra & Oktavianti, 2020).
 Some of the major Indonesian podcasters that invited sources in the movie Ice Cold: Murder, Coffee, and Jessica Wongso include Deddy Corbuzier, Denny Sumargo, Dr. Richard Lee, Karni Ilyas.

Each of the podcast videos invites a lot of comments and lots of 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. Djajaja 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 as well as 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 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.

Figure 7 A podcast about the case of cyanide coffee that invited Otto Hasibuan, Edi Salihin, Prof. Edy, and Dr. Djaja
Source: Compiled by researcher

First Author et.al (Title of paper shortly)

The case of Cyanide Coffee between Jessica Wongso and Mirna Salihin has an interesting issue value to discuss with its characteristics that contain emotional triggers and criticism thus forming social connections among users with high emotional activation. There is a high emotional activation on this issue giving action to the case of Cyanide Coffee as a massive and widespread dissemination of content so that this case is a shareable content format.

3.2. 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 #Justiceforjeessica #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 broadly model the viral process: 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. Where there is an activity carried out by these nodes so that relationships are formed between nodes to spread viral messages which can be called edges. Node behavior determines the distribution of messages through social networks. On a small scale, the spread of messages due to emotional sensitivity to a similar issue encourages users to propagate to other nodes or audiences. The spread among members of nodes of content that provokes user emotional feelings 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 there is an edge that connects between one node and

Figure 8 Video clips from the podcast Deddy Corbuzier, Dr. Richard Lee, Denny Sumargo, and Karni Ilyas

Source: Compiled by researcher

the other node. How do you get edges on the social network structure? First, we need to 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.

Bagaimana terwujudnya social network structure yang berperan dalam penyebaran pesan viral film dokumenter Ice Cold: Murder, Coffee and Jessica Wongso? Adanya emotional triggers dan criticism pada kasus Jessica Wongso dan Mirna Salihin menciptakan bebetapa tagar yang popular di beberapa media sosial diantaranya tagar #Icecoldnetflix #Justiceforjessicawongso #Justiceforjessica #SaveJessica. Tagar tersebut paling banyak digunakan di platform media sosial X hingga masuk ke dalam trending. Tak jarang juga Instagram, Youtube dan Tiktok menggunakan tagar tersebut untuk meningkatkan SEO.

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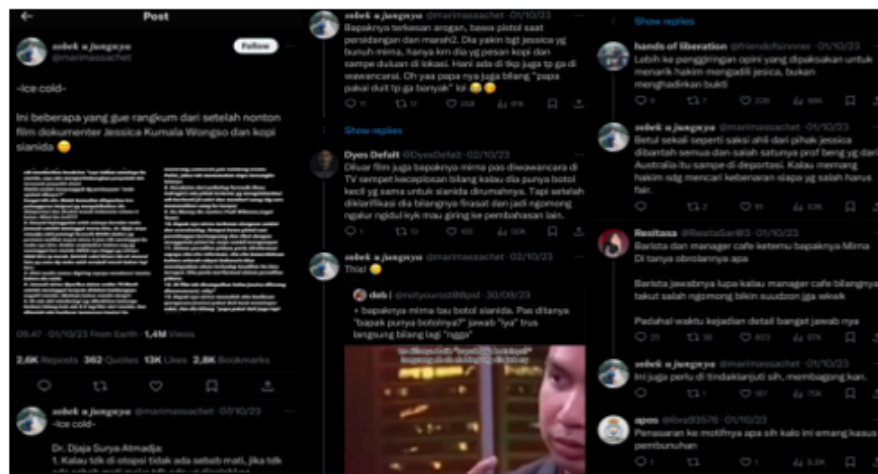

Figure 9 Thread of the Ice Cold documentary that got a lot of comments
Source: X account @marimassachet

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 Wangso. 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.

3.3. 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. The content they create aims to create awareness, and knowledge, and change the attitude of the audience. 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 behavior of the audience, 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).

Figure 10 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 Wongzo 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.

3.4.   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 the practices of marketers that are 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 has the possibility of being a natural seeding strategy by Netflix. Through 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 their content distribution and shape their social network structure. By the way, the issue of social justice for the moment in Indonesia has become a priority concern for the audience and as a form of criticism of the government. 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 to do 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. 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.

4. Conclusion

The case of Cyanide Coffee between Jessica Wongso and Mirna Salihin has an interesting issue value to discuss with its characteristics that contain emotional triggers and criticism thus forming social connections among users with high emotional activation. The high emotional activation of this issue makes the documentary Ice Cold: Murder, Coffee, and Jessica Wongso characteristic of a shareable content format. The activation of this emotional action is interwoven between nodes that eventually form edges on the social structure network.

The forward message activity, if it happens continuously, eventually forms the network structure and connectivity, thus creating viral messages in the case. 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. Some of the nodes that exist among them form a tagar like **#Justiceforjessicawongso #Justiceforjeessica #SaveJessica**. In addition to the tagar, the audience also performs a petition signing action for reviewing the legal process for Jessica Wongso.

For further research prospects, researchers recommend that the idea be opened up for marketing practitioners to use seeding strategies that are not only targeted at consumers but can also look at a recent issue, to form a social movement to enhance viral marketing that indirectly can also enhance marketing.

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