



Framing Analysis of Mirna's Father in the Documentary Film "Ice Cold: Murder, Coffee, and Jessica Wongso"

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Abstract

Documentary films serve as powerful media for conveying messages and stories to audiences. Netflix released a documentary titled "*Ice Cold: Murder, Coffee, and Jessica Wongso*", which gained widespread attention by highlighting the cyanide coffee murder case involving Jessica Wongso and Mirna Salihin—an incident that became national news. This study focuses on analyzing the framing of Edi Darmawan, the father of the late Mirna, portrayed as an arrogant and ambitious figure in the film. The research employs a qualitative approach, using the framing analysis model developed by Zhongdang Pan and Gerald M. Kosicki. The findings reveal that Edi is framed as a person with strong ambitions and arrogance in his pursuit of justice for his daughter, resulting in negative public perceptions. This study provides insights into how visual media, especially documentary films, shape public perceptions regarding complex legal and social issues. Furthermore, the results highlight the role of visual narratives in influencing audience attitudes and encourage critical reflection on the way stories are framed within visual media.

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INTRODUCTION

Netflix released the film **"Ice Cold: Murder, Coffee and Jessica Wongso"**, which they produced and premiered on their platform on September 28, 2023. This documentary revisits a controversial 2016 case that received widespread media attention and sparked an intensive legal investigation in Indonesia (Fadhilah, 2023). Directed by Rob Sixsmith, the film has successfully captured public interest and gained online attention by revisiting a case that was a prolonged debate seven years ago. This documentary is an intriguing example of how visual media can portray a controversial case and influence our understanding and reactions to it. The film focuses on the "cyanide coffee" murder case involving Jessica Mirna, an event that garnered significant attention and triggered various responses from the public, media, and involved parties (Sianturi, 2023).

Several figures related to the cyanide coffee murder appear in the film, including the biological father of the victim, Mirna, named Edi Darmawan Salihin. He is portrayed as an ambitious and assertive figure, determined to prove Jessica Wongso's guilt as the person responsible for his daughter's death (Chrismonica, 2023). The character of Mirna's father is an intriguing element to explore through framing analysis, as the film highlights his dominant and forceful role, which has led some viewers to sympathize with Jessica (Wimar, 2023, as cited by Devi, A, 2023).

This film also succeeded in shifting public perception of Jessica Wongso, especially regarding the unclear evidence presented during the trial, the manipulation of witness statements by the Public Prosecutor, and the pressure exerted by Mirna's father—all of which ultimately led some of the audience to side with Jessica (Nurindah & Pasha, 2024). This shift in perception reflects how the framing of certain characters, particularly Edi Darmawan, influences viewers' emotional responses and judgments.

In the *framing analysis* of Edi Darmawan, the research will pay attention to elements such as the choice of words, images, shooting and narration used in the film to form a representation of the arrogance and ambitious character of Edi Darmawan. in this film (Prameswari, A. P, 2023). Meanwhile, Malik, N. (2022) states that someone is said to be arrogant when they feel superior to other people in terms of intelligence and other things and they feel they have the power to demean other people and are not even embarrassed to express their success and how special they are.

Referring to KBBI *Online*, ambitiousness is the nature of someone who is determined to get something. Syah, S & Purnomo, B. (2022) also stated that ambition is a person's persistence to achieve what they want by any means accompanied by determination and strong effort. The second definition of ambition is not far from a strong effort made by someone to fulfill their goals. A characteristic drive from within humans that arises when they insist on achieving something.

Meanwhile, perception is a person's way of processing and interpreting a message that has been processed by the human sensory system (Armando, N. M, 2022). In this film, Mirna's late father is in the spotlight because his appearance is seen as someone who is arrogant and has high ambitions, which gives rise to other perceptions from the public after watching this film. Therefore, researchers want to analyze the background of why the character Edi Darmawan is represented like that.

The case which became national news in early 2016 and the trial process attracted the attention of many people until the case was made into a documentary (Sutiawan, 2023). Documentary films themselves are currently developing rapidly due to advances in technology and increasingly complex social problems in society (Magriyanti A. A, & Rasminto, H, 2020). Researchers saw this documentary film produced by Netflix which provides a strong visual narrative about the case of Jessica Wongso who poisoned her friend, Wayan Mirna Salihin.

The concept of *framing* is used to describe the selection process and highlight aspects of certain aspects of media reality. *Framing* analysis was chosen as the analytical method in this scientific work, used to explore the way this documentary film presents the character Edi Darmawan as the victim's biological father, namely Mirna Salihin. In this *framing analysis*, the research refers to the *framing analysis model* of Zhongdang Pan and Gerald M. Kosicki. There are several categories used in *framing analysis* according to Pan and Kosicki, namely *syntactical structure, script structure, thematic structure, and rhetorical structure* (Nasrullah, 2020, as quoted by Asiyah, S & Al-Bajuri, M, I, 2022).

This scientific work aims to provide an in-depth understanding of the use of *framing techniques* in documentary films that deal with controversial cases such as the Jessica Mirna case. By looking at various aspects of *the framing* of the character Edi Darmawan as the victim's father shown in this film, we can explore how visual messages can be a powerful tool in designing narratives, how films can influence perceptions. and shaping public opinion on the impact of the media. In subsequent developments, this scientific work will describe the research methodology used, as well as a discussion of the results of the *framing* analysis of the character Edi Darmawan in the documentary film "*Ice Cold: Murder, Coffee and Jessica Wongso*" about the cyanide coffee murder case of Wayan Mirna by Jessica Wongso. This research aims to provide valuable insight into the role of visual media in shaping public understanding and opinion on deep-seated issues in society.

METHODS

The type of research used in this research is qualitative, where this type of research is widely used to study meaning or behavior (Eriyanto, 2018). Meanwhile, Creswell, 2007, in Zulhifitri, D & Hidayat, O, (2021) states that research using this approach aims to explore what

individuals or groups understand regarding social or humanitarian problems. This statement is certainly related to public perception regarding the representation of Edi Darmawan shown in this film.

The *framing* analysis method is used in this research to see how the media constructs reality. Analysis using this method is also used to see how events are understood and structured by the media (Eriyanto, 2005, in Zulhifitri, D & Hidayat, O, 2021). *Framing* analysis is used to find out how reality is framed by the media and the role of the media is seen as part of the wider public discussion. How does a media form a frame and package it in a certain form for the audience as well as how political participants interpret and construct events to be provided to the public (Sinaga, 2016, in Zulhifitri, D & Hidayat, O, 2021).

Framing analysis as an analytical method in this scientific work, is used to explore how this documentary frames the character Edi Darmawan as the victim's biological father, namely Mirna Salihin. In the film "*Ice Cold: Murder, Coffee and Jessica Wongso*" There are several figures related to the cyanide coffee murder issue who are involved in this film, one of which is the biological father of the deceased victim. Wayan Mirna Salihin is Edi Darmawan. In this film, he is portrayed as an arrogant and ambitious figure in providing answers to the film making team's questions. The character of Mirna's father is an interesting element to examine through *framing* analysis as a method in this research.

Framing research uses the Zhongdang Pan and Gerald M Kosicki model, namely by exploring how visual messages can be a powerful tool in designing narratives, influencing perceptions and shaping public opinion. As is known, the *framing* analysis model of Zhongdang Pan and Gerald M. Kosicki was chosen for this research due to its systematic approach and relevance for analyzing how media shapes perceptions of specific characters through visual narratives. This model provides a comprehensive framework with four categories—syntactical, script, thematic, and rhetorical structures—that enables this study to explore how the film "*Ice Cold: Murder, Coffee and Jessica Wongso*" frames the character of Edi Darmawan as an ambitious and assertive figure. This model is considered more suitable compared to other framing models, such as Erving Goffman's, which is more focused on social interaction analysis, or Robert Entman's model, which is more limited in analyzing rhetorical and narrative aspects specifically. Therefore, the Pan and Kosicki model was selected because it offers a structured and in-depth understanding of the narrative framing used in this film. Pan and Gerald M. Kosicki is one of the most well-known and widely applied *framing* analysis models. This model was first introduced through writing in the *political communication journal*. Pan and Kosicki explained that *framing* analysis could be an alternative in analyzing media texts besides quantitative content analysis (Eriyanto, 2022, as quoted by Asiyah, S & Al-Bajuri, M, I, 2022).

Zhongdang Pan and Gerald M. Kosicki's *framing* analysis is divided into four categories, namely *syntactical structure*, *script structure*, *thematic structure*, and *rhetorical structure* (Nasrullah, 2020, as quoted by Asiyah, S & Al-Bajuri, M, I, 2022). First, syntactic structure (*syntactical structure*) refers to the arrangement of words or phrases in a sentence. In this case, it refers to how the author structures the story. Second, script structure (*script strcutre*) contains the basic concept of story completeness. This section contains the author's way of telling the story in terms of its completeness. Third, thematic structure (*thematic structure*) explains how a journalist describes the facts in his reporting, or in other words how the author writes his story. The four *rhetorical structures* describe the choice of style or words chosen by the author to support highlighting the facts of the story (Erianto, 2022, as quoted by Asiyah, S & Al-Bajuri, M, I, 2022).

In this research, the researchers divide the parts of the film that contain elements of Edi Darmawan's character *framing* to be explained more deeply, using the *framing theory* model of Zhongdang Pan and Gerald M. Kosicki.

The stages of research data analysis are as follows:

- 1) Appreciating the research object, the first step taken by the researcher was to analyze each scene played by Edi Darmawan in the film in a focused manner so that he could understand the message the filmmaker wanted to convey to the audience, namely the public.
- 2) Dissecting the research object, in this case the researcher dissects scenes that contain elements of arrogance and high ambition of Edi Darmawan to fight for legal justice which makes his son a victim, as a whole to understand the hidden meanings behind the framing of the message by the filmmaker where This character was played directly by Mirna's late father.
- 3) Interpreting a series of meanings or several hidden messages framed in each scene played by Edi Darmawan based on the researcher's perspective through *framing analysis* with the aim of knowing the actual reality such as the original incident in the field.
- 4) The data that has been analyzed is presented and grouped in descriptive form.
- 5) Make conclusions based on the results of the analysis stages that have been carried out previously.

RESULTS AND DISCUSSION

On January 6, 2016, a murder occurred in a cafe in Jakarta. At that time, it was reported that the murder was carried out by poisoning Vietnamese coffee by mixing cyanide into it, which Wayan Mirna then drank, causing a few moments later he experienced a seizure and became unconscious. The perpetrator's suspicions point to Jessica, Mirna's friend, who invited her to drink at the Olivier Cafe. The legal process continued with trials held for months and stole everyone's attention. It was difficult for the judge to decide Jessica was the perpetrator because

the evidence was insufficient. This is what makes this case so unique that it has been remade into the documentary film "Ice Cold: Murder, Coffee and Jessica Wongso" which is the work of Director Rob Sixsmith and was produced by Netflix and premiered on September 23, 2023 (Sianturi AA, 2023).

Edi Darmawan is the biological father of Wayan Mirna Salihin, a victim of poisonous cyanide coffee, who is directly involved in this film. The film takes the form of direct interviews with each source who had a role in the events surrounding the trial at that time. From the beginning of the film, Edi is portrayed as an ambitious and arrogant character in answering every question from the interview conducted by the film team "Ice Cold: Murder, Coffee and Jessica Wongso". It has given rise to a new perception in society about whether Mirna's father is the antagonist in this documentary film.

From the start of the film, the audience is presented with Edi Darmawan's narration of Jessica Wonso, who calls her child's killer a 'devil'. "Jessica is like a devil, deep inside something like evil," said Edi with great firmness. In the middle of the film, he also admits that he fought alone for legal justice for his son by not hiring a lawyer. In contrast to the alleged perpetrator at that time, Jessica Wongso was accompanied by a well-known lawyer, Otto Hasibuan, who was also featured in this film to give his views on the case he handled seven years ago.

Representation of the arrogant and ambitious nature of Edi Darmawan in the film "*Ice Cold: Murder, Coffee and Jessica Wongso*" can be seen from the following table.

Table I. Framing Zhongdang Pan and Gerald M. Kosicki.

No	Scene Frames	Element	Writing Strategy
1	1. (00:02:00)  2. (00:02:39) 	Syntax	1. In the initial frame, Edi is brought in as a resource person in a luxurious room with a neat suit while sitting with his legs crossed giving the impression of someone who has high self-confidence and feels in control. 2. In this frame, Edi tells how strong his personality is by showing a scene of his shooting practice.
2	(00:03:33) 	Script	The emphasis in this frame shows Edi's ambition to find the perpetrator who poisoned his child by giving a firm statement. With the question of why Mirna died.

No	Scene Frames	Element	Writing Strategy
3	(00:50:16) 	Thematic	In this frame, Edi seems to be talking to Mirna, stating that he is fighting alone for his child without being accompanied by a lawyer. He only relies on the power, strength, and material he has to fight Jessica's legal team, which has a famous lawyer, Otto Hasibuan.
4	1. (00:52:52)  2. (01:14:05) 	Rhetorical	1. In this frame, this frame shows Edi's arrogance, shouting in the courtroom and threatening Jessica's legal team. 2. This frame is set when Edi tells the judge's decision which states that Jessica is guilty. With an interview atmosphere at the bar while sitting accompanied by alcoholic drinks. This film wants to create the view that Edi is the person who managed to win in this case even though he fought alone.

Edi Darmawan shows his arrogance and ambition to fight in the case of his son's death in the film *"Ice Cold: Murder, Coffee and Jessica Wongso"*. The following is an explanation from researchers regarding the nature of arrogance, the nature of ambition, as well as the perceptions, opinions and media impact of the character Edi Darmawan.

The Nature of Arrogance

Edi Darmawan's arrogance has been framed from the start by the film. During the initial interview scene, Edi sits in a luxurious room like a boss in a neat suit wearing a branded watch. The initial question in the interview was about the trial, but Edi denied that he would say from the start that he had a feeling that Jessica was the murderer of his child. Edi also admitted that he was carrying a gun during the interview. It certainly made the production team feel threatened because it was a dangerous act. However, the actual fact is that Edi has a hobby of shooting practice after the film shows frames of activities where Edi is practicing shooting.

The narrative about arrogance continues when Edi states that he is a strong person when the shooting practice scene is shown. He seems to be able to do hundreds of push-ups. "My Tiger blood," said Edi after talking about how strong he was. In the minute (00:24:30) it shows that the team will take a short break to interview Edi, what is interesting is that behind the scenes Edi talked enthusiastically about how many people know him so that every time he meets he is always

surrounded by many people and many ask for photos. This is outside the topic of the murder case itself, but the production team also shows this incident in the film.

In the middle of the trial (00:52:52), Edi is shown shouting and causing a commotion because he did not accept the statement of the witness present who had been defending Jessica. It didn't stop there after the trial Edi also threatened the witness by showing him a gun. At (01:06:40) Edi criticized the physique by saying Jessica Wongso had a "strange face" and calling her crazy and narcissistic, referring to the opinion of the expert witness who was present at the trial at that time. Approaching the end of the trial at (01:12:50) Edi stated that he knew Otto Hasibuan as Jessica's lawyer would lose, then continued with the frame where the judge ended the trial by determining that Jessica was guilty.

Ambitious Nature

Edi Darmawan shows high ambition to win in the sense of having a strong desire to find the real perpetrator and determining him as a proven guilty suspect which is visible from the beginning to the end of this film. The framing of Edi's ambition appears when (00:01:43) he says "One million percent, Jessica kills Mirna" with firmness and confidence. Continuing in the minute (00:03:33) after he learns the news that his son died of poisoning, he will find the perpetrator and investigate it himself. "You'll find the killer," said Edi, pointing at the camera.

In the minute (00:25:08) Edi talked about the first day of the trial which was attended by many people and he seemed surprised because he did not expect this to happen. Facts that researchers obtained from the Reybent Entertainment YouTube channel which invited two former Edi employees said that the trial was busy because there was interference from Edi Darmawan's employees who came because they were told to support Mirna's death case at the trial by the company. This fact shows how ambitious Edi is to ask his employees for support.

In the scene where Edi comes to Mirna's grave (00:50:16), he says as if talking to Mirna, "If I'm not fighting for my daughters. I'm not the good father". Edi also said he was fighting alone without a lawyer. He was confident that with the power, strength, and material he had, he could win against Jessica, who at that time hired a fairly well-known lawyer, namely Otto Hasibuan. Of course, we can see the high ambition shown by Edi Darmawan very clearly in this frame.

Edi Darmawan's ambition was not in vain when the judge read out the judge's verdict that Jessica was found guilty and received a 20-year prison sentence at (01:12:50). The setting of the interview room changes from the initial frame in a luxurious office room to an elite bar with expensive brands of alcohol placed on the table. Edi confidently said that he already knew that he would win even against a well-known lawyer. "Killing without evidence, 20 years in prison, finally that's it, happy ending, I Win", Edi said while smiling happily (01:14:05).

Perception, Opinion and Media Impact

After analyzing the character Edi in the film "Ice Cold: Murder, Coffee and Jessica Wongso". Each person's perception will arise because of how this film frames the character Edi Darmawan. As previously explained by researchers, perception is a person's way of processing messages that have been processed by the human sensory system (Armando, N. M, 2022). By highlighting the character of Edi who is made to appear arrogant and has high ambitions, it causes a negative perception to emerge among the people who watch this film.

The negative perception that emerges cannot be separated from the impact of the media. The impact of the media which influences people's perception of the character Edi Darmawan can be seen from the cognitive effect side where the impact of the media can change a person's understanding of what they have thought and known about an issue just through what they see in the mass media. (Sarwono, BK et al, 2022). It can be said that every adult today who is no longer studying at school, use the media as a source of information to update their knowledge about topics that are currently being discussed.

In this film, we can see how Mirna's father's character is represented as arrogant and ambitious, while Jessica Wongso's character, a convicted murderer, is presented as a calm person who tries to seek justice to fight for her rights. We can see this during an interview conducted by the film production team via video call at the minute (00:30:40) in prison, She stated that she was still not the perpetrator. Of course, this film tries to influence public opinion. According to Putra, I & Widodo AS (2022), documentary films contain facts but there is subjectivity related to the attitudes and opinions of the makers as a result of reconstructing real events. So the opinion that was raised can be said to be successful because it influenced the public regarding how the character Edi Darmawan was presented in this film.

CONCLUSION

The representation of the character Edi Darmawan by analyzing the framing techniques in the film "Ice Cold: Murder, Coffee and Jessica Wongso" shows that the film's efforts to develop the character Edi Darmawan, who is depicted as someone who is arrogant and has high ambitions, has resulted in a negative influence on public perception and opinion about the case of cyanide coffee seven years ago which was inseparable from the influenced of the media. It is related to why this film frames Edi Darmawan like that because this representation was deliberately carried out by the media production team to make people form opinions from the way they interpret and understand an event in the media (Butsi, F. I, 2019).

From the researcher's perspective, the figure of Edi Darmawan is seen in this film, regardless of the negative perception that the film tries to show of Edi's figure as someone who is arrogant and has high ambitions. He is just a father who only wants to seek justice for his child,

a father who lost his daughter due to coffee poisoning while hanging out with his friends. Therefore, Edi Darmawan chose to fight alone with his power ambition, and the material he had to prove the guilt of the perpetrator who poisoned his child. With this, the researcher hopes that this research can provide valuable insight into the role of visual media, in this case, documentary films, in shaping public understanding and opinion on in-depth issues to create a better way of seeing society.

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