

## Netizens' comments on "Ice Cold" murder documentary: A thematic analysis of Corbuzier's podcast

Annastasya Meyzsa Mulyono<sup>1</sup>, Aditya Dwi Putra Bhakti<sup>2</sup>

<sup>1,2</sup>Faculty of Social and Political Sciences, University of Muhammadiyah Malang, Malang, Indonesia

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### ABSTRACT

**Background:** The cyanide coffee case resurfaces public attention after the release of the documentary film "Ice Cold: Murder, Coffee and Jessica Wongso" by Netflix. The famous Indonesian podcaster, Deddy Corbuzier, raises this issue in his content. This leads to reactions and debate among netizens. Netizens expressed their opinions through the comments column on Deddy Corbuzier's YouTube account. **Purpose:** This research aimed to explore the diversity of netizens' comments on Deddy Corbuzier's YouTube podcast videos through thematic analysis. **Methods:** This research used a qualitative approach with an interpretive research type. The data analysis technique used was Virginia and Clarke's thematic analysis. This research discussed Quiring and Schweiger's interactivity and Robert Plutchik's theory of emotion. **Results:** The research results describe netizens' responses to Deddy Corbuzier's YouTube video on the issue of suspect Jessica for the murder of Mirna. The results were divided into two: initial thematic and final thematic. **Conclusion:** The findings on the final theme were grouped into four sub-themes, divided into two categories for Jessica's innocence by misunderstanding the judge's decision and supporting the reopening of the case. The second category is guilty based on netizens' perceptions of Jessica's supporters and agreeing with the judge's decision. **Implications:** This research examines messages and interactions among netizens towards Jessica from the influence of the Documentary Film "Ice Cold: Murder, Coffee and Jessica Wongso" by Netflix on Deddy Corbuzier's podcast. It reflects the perspectives and preferences in society towards the film.

**Keywords:** Comments; documentary film; interactivity; thematic analysis, YouTube podcast

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**Correspondence:** Aditya Dwi Putra Bhakti, S.Sn., M.Med.Kom, University of Muhammadiyah Malang, Jl. Raya Tlogomas No. 246, Malang, East Java, Indonesia, 65144. Email: [aditya@umm.ac.id](mailto:aditya@umm.ac.id)

## INTRODUCTION

“Ice Cold: Murder, Coffee, and Jessica Wongso” is an 86-minute documentary film about the cyanide coffee murder case released on September 28, 2023, and broadcast on Netflix, the largest film streaming platform. This documentary tells the story of Mirna Salihin’s murder, which was committed by Jessica Wongso, her friend. A documentary is a film that presents a recording of actual events without manipulation and according to facts (Borish et al., 2021; Friend, 2021; Lees, 2024).

Documentary films typically tell stories about reality to provide information, inspire, and raise awareness about certain issues. The documentary uses a certain point of view to make the film more interesting and seem real. The existence of a documentary film can provide a comprehensive understanding of issues commonly ignored by the media. The events depicted in the film can also present situations or conflicts within society at a certain time (Puspitasari et al., 2024).

Media has a strong position in people’s daily lives (Nurfalah et al., 2023). Documentary films not only provide information but can also inspire the audience to get involved in social and political change. The case widely discussed by Indonesian people in 2016 has now sparked the attention of Indonesian people again with the broadcast of this documentary film. After the documentary was broadcast and many facts were revealed, pros and cons immediately emerged. Netizen comments play a very important role

in today’s digital era because they can represent public opinion directly and in real time. Through comments on various platforms, internet users can express their opinions, voice criticism, and support an issue, which can ultimately influence the perception of the wider community and the direction of a party’s policy.

Figure 1 shows a thumbnail image of Jessica Wongso on Netflix. The film was directed by Rob Sixsmith, a British documentary director. The film is divided into three parts. The first part discusses the murder case, the second part discusses the trial of Jessica Wongso, and the third part discusses the impact of the case on the victim’s family and Jessica Wongso’s family. Netflix itself immediately contacted several people who were trusted in the murder case to become sources for the documentary “Ice Cold: Murder, Coffee, and Jessica Wongso”, including the victim’s family, Jessica Wongso’s family, eyewitnesses, and forensic experts.

This documentary raises several new facts



Source: Netflix, 2023

**Figure 1 Screenshot of the Movie Ice Cold**

that spark debate, which raises the pros and cons of the public and Indonesian lawyers. This film has many opinions from various sides. For many Indonesian people, this film shows that Jessica Wongso may be innocent. However, some others think that this film does not change the fact that Jessica Wongso is guilty. The different points of view cause the film “Ice Cold: Murder, Coffee, and Jessica Wongso” even more interesting to watch.

Becoming a trending topic among the public, this phenomenon is strengthened by the presence of the media, which disseminates public responses and reactions through platforms such as YouTube. YouTube is a platform that enables users to share information by video and audio (de Nadal, 2024; Jia, 2019; Pattier, 2021). YouTube is the most frequently used platform because it provides information from entertainment, education, and so on (Honkomp-Wilkens et al., 2024; Pires et al., 2021; Yusuf & Agung, 2021). On YouTube, users can not only upload videos and watch them but also share videos and leave comments. It makes YouTube one of the largest websites in the world, with billions of visitors accessing videos every day. Many content creators made this case a theme in their content, which was packaged in the podcast and invited experts, lawyers, and the families of the victims. A podcast is a digital audio medium that is uploaded to an online platform and can be listened to by the general public (Phillips, 2017; Samuel-Azran et al., 2019). In simple terms, a podcast refers to the technology used to distribute, receive, and listen to on-demand

audio content produced by professionals and amateur radio (Bonini et al., 2015). The podcast is in the form of digital audio, where the host usually talks or chats casually, discussing a particular topic by interviewing sources directly related to the topic being discussed. With this concept, podcasts create closer interaction with users and make it easier for listeners to understand an issue. One YouTuber interested in making this case into a podcast is Deddy Corbuzier. Deddy Corbuzier is known to the public as a YouTuber who actively creates podcast content on YouTube, which has more than 16.7 million followers and videos with more than 3,160,638,445 viewers.

In one of his videos, Deddy Corbuzier invited Jessica Wongso’s lawyer, Otto Hasibuan. Otto Hasibuan is the lawyer whom Jessica Wongso’s family trusts to handle this case. In the video podcast, Otto Hasibuan explains the many questions from the public and the concrete evidence that strengthens Jessica Wongso’s innocence. As a lawyer, he is 99.9% sure that Jessica Wongso is innocent. According to Otto Hasibuan and three other experts from abroad, there were irregularities in this case. One of Otto Hasibuan’s explanations in the video is that he could prove Jessica’s innocence with legal evidence, but this was not allowed and was not considered by the judge. The experts stated that there was no cyanide in Mirna’s body.

In the video podcast, Otto Hasibuan explained several oddities in this case, such as it was proven that cyanide was present in the glass but not in Mirna’s body. An autopsy was

not carried out on Mirna's body at the request of the police, and they only took samples from Mirna's stomach and liver. If someone died, a stomach sample was taken, and the results were negative for cyanide. However, 3 days after Mirna was buried, another sample was taken. The result was that there was 0.2% cyanide in Mirna's body. After Mirna died, Doctor Cahya examined by smell and looking at Mirna's body, but Mirna's body did not show any signs of cyanide, and Doctor Cahya stated that Mirna did not die because of cyanide.

Otto Hasibuan also explained that Jessica Wongso was hypnotized by the Regional Police, which means that hypnosis cannot be examined under the law. The results of the hypnosis were not revealed to the public and were not included in the official report, where every action on the convict should be documented in an official report. Otto Hasibuan and trusted experts say that everything is a fabrication. There is a lot of strong evidence to state that Jessica Wongso is innocent, and there are still many other irregularities that have not been revealed.

From the explanation above, many people react or respond by writing their views and commenting on the YouTube video. The YouTube comment column has several characteristics, including discussions or opinions, feedback, creative and funny responses between users, and users who can like or dislike someone's comments. This can indicate interaction between users through responses. Interactivity is very possible on the YouTube platform (Dubovi & Tabak, 2020;

Lange, 2018). Interactivity refers to the ability of users to communicate or interact with the system, other users, and the environment directly. In interactivity, there is reciprocity between users and technology, which then causes a response or feedback to user actions. Aspects of interactivity include reciprocity, user involvement, adaptability, social interaction, and real-time. With the existence of the media, technology, and the internet, people are freer to express their opinions and views. Many people are now starting to interact with one another through technology and the internet. Interactivity is a stage in which individuals and groups relate to or influence one another, which results in an action in the form of a response (Kuang, 2020; Pius Nedumkallel, 2020).

Interactivity refers to a situation where two or more parties communicate, which creates interaction with one another or produces reciprocity between two or more parties. This concept makes social media and digital technology influential in communication. The form of interactivity is often like giving comments, liking, and participating in discussion forums in real-time.

Digital culture is an ideological concept where technology and the internet significantly shape the way of interacting, behaving, thinking, and communicating in society. It is a new form of culture created by digitalization (Türkoğlu, 2018). This study has significant differences compared to previous studies in several aspects, focusing on real-time digital interactions, combining netizen analysis and

emotions, focusing on the role of netizens as social agents, relevant and contemporary case studies, and examining comment patterns as a social culture.

Research on the concept of interactivity was previously carried out with the title “Netizen Interactivity 24 Hours After the Declaration of Bacapres AMIN”. The thematic analysis of this research used Braun & Clarke’s and Quiring & Schweiger’s interactivity concept. The results of this research also underline the importance of understanding public discourse in a political context, considering the widespread use of social media as a campaign tool (Sanjaya & Nasvian, 2024). Another study on netizen comments was found in “Netizen Sarcasm in Comments on the Instagram Account “Lambe Turah”. The results of the research show that the use of sarcasm in netizen comments in Lambe Turah’s Instagram account causes a violation of the principles of polite language, which include the maxims of wisdom, generosity, acceptance, modesty, compatibility, and sympathy (Inderasari et al., 2019).

The research that discusses comments on YouTube is titled “Sentiment analysis of YouTube comments towards Anies Baswedan as a 2024 presidential candidate using the Naive Bayes Classifier method”. The results of the research show that comments regarding Anies Baswedan as a 2024 presidential candidate can often be found on YouTube. YouTube allows users to provide comments in response to videos, which can be used as information for sentiment analysis to find out positive and

negative comments (Misrun et al., 2023).

The other research that uses thematic analysis is entitled “Thematic Analysis of Factors that Influence Student Success in Science Learning”. The research results show that success in the learning process depends on aspects that include good collaboration between students and teachers, self-management, learning methods, evaluation strategies, as well as external factors that do not directly determine the success of learning, such as the cultural, social, and environmental context in which the individual grows and develops (Felisima Tae et al., 2019).

Furthermore, another research in the Documentary Film “Ice Cold” is entitled “Virtual Traces: The Role of Social Media in Raising the Cyanide Coffee Case Through the Documentary Film ‘Ice Cold’”. The results of this research show that social media play a harmonizing role in uniting perspectives from diverse public responses on social media networks (Geral Lyshady et al., 2024). This study is more aimed at finding out the patterns, themes, and meanings of netizen comments on Deddy Corbuzier’s YouTube content discussing the film “Ice Cold”.

## RESEARCH METHOD

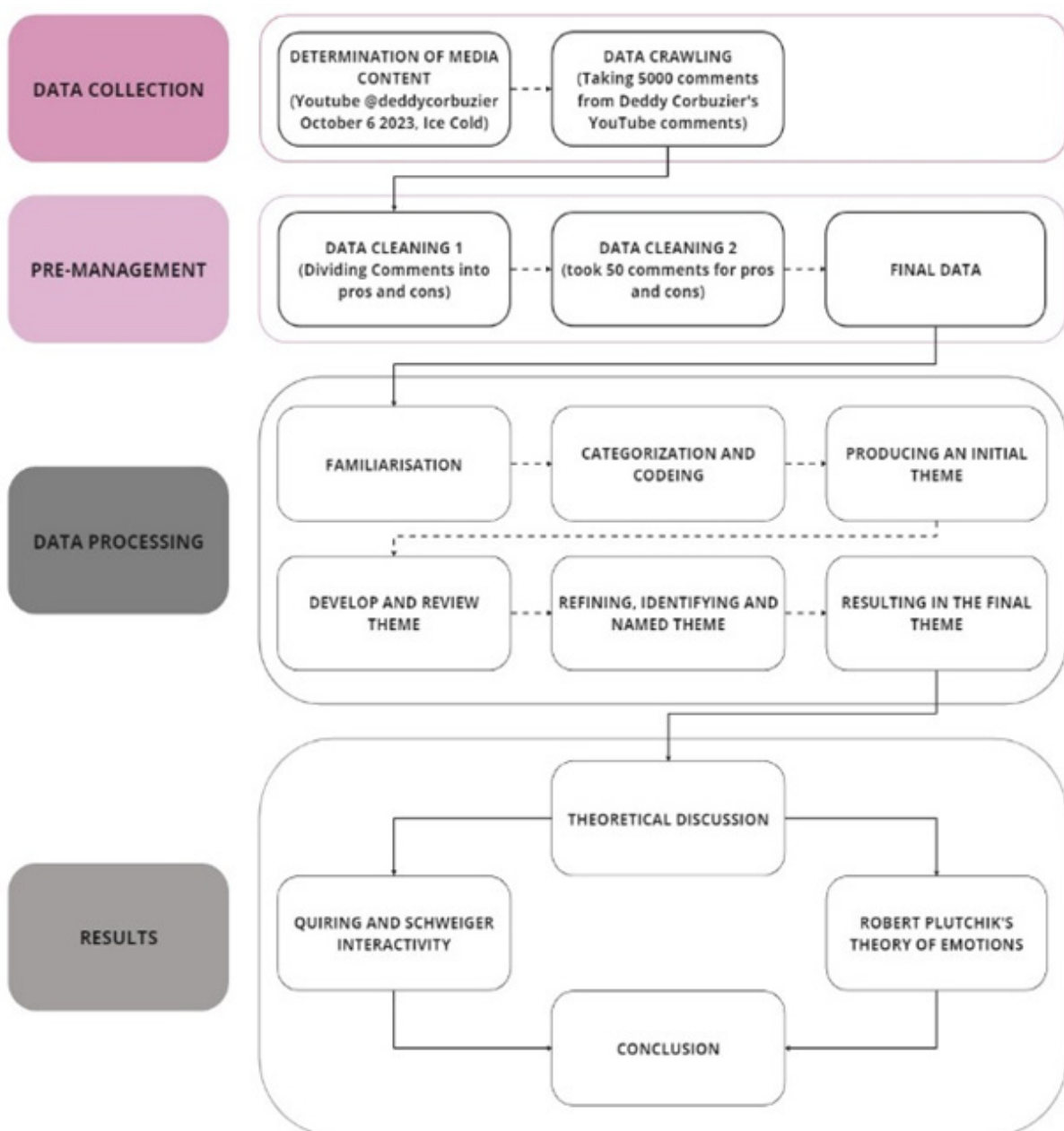
This research uses a constructivist paradigm with a qualitative approach to explain phenomena in as much depth as possible through data collection (Aspers & Corte, 2019; Yadav, 2022). This research adopts an interpretive paradigm. The data source was randomly



obtained from comments on Deddy Corbuzier's YouTube video. The netizens' comments were exported using the export comment website (<https://exportcomments.com/>), and as many as 5000 comments were successfully exported. After that, they were filtered into 100 comments consisting of 50 pro comments or supporters of Jessica being innocent and 50 counter comments. The researcher took 100 comments from the 5000 existing comments for

efficiency and accuracy of analysis, avoiding data redundancy, representative samples, and emphasizing the depth of analysis rather than the amount of data.

This study adopted and modified Virginia and Clarke's thematic analysis. The process consisted of several stages. The first stage was data collection, which included determining the content to be studied and gathering data from selected media comments. The second stage



Source: Modified thematic analysis process from Virginia and Clarke's analysis, 2024

**Figure 2 Research Process**

was pre-processing, which included three steps: initial data cleansing, dividing comments into pro and con categories, and a second round of data cleansing, where 50 pro comments and 50 con comments were randomly selected. The third stage was data processing, which included familiarization, categorization, and coding, followed by the development, review, refinement, and naming of the themes. The final stage was the results, which involved theoretical discussions to draw conclusions.

This research also discusses Robert Plutchik's theory of emotion, which explains the various forms of human emotions. In this model, emotions are represented by an eight-part wheel that includes the core of all human emotions. Additionally, the study uses Quiring and Schweiger's interactivity theory, which emphasizes user control, feedback, personalization, and the impact of interactivity on users' emotional processes. Interactivity is closely related to the term 'interaction', which has a central role in the context of sociology and is interpreted as human actions aimed at each other, as well as relationships between two or more humans (TenHouten, 2023). The research process is depicted in Figure 2.

## RESULTS AND DISCUSSION

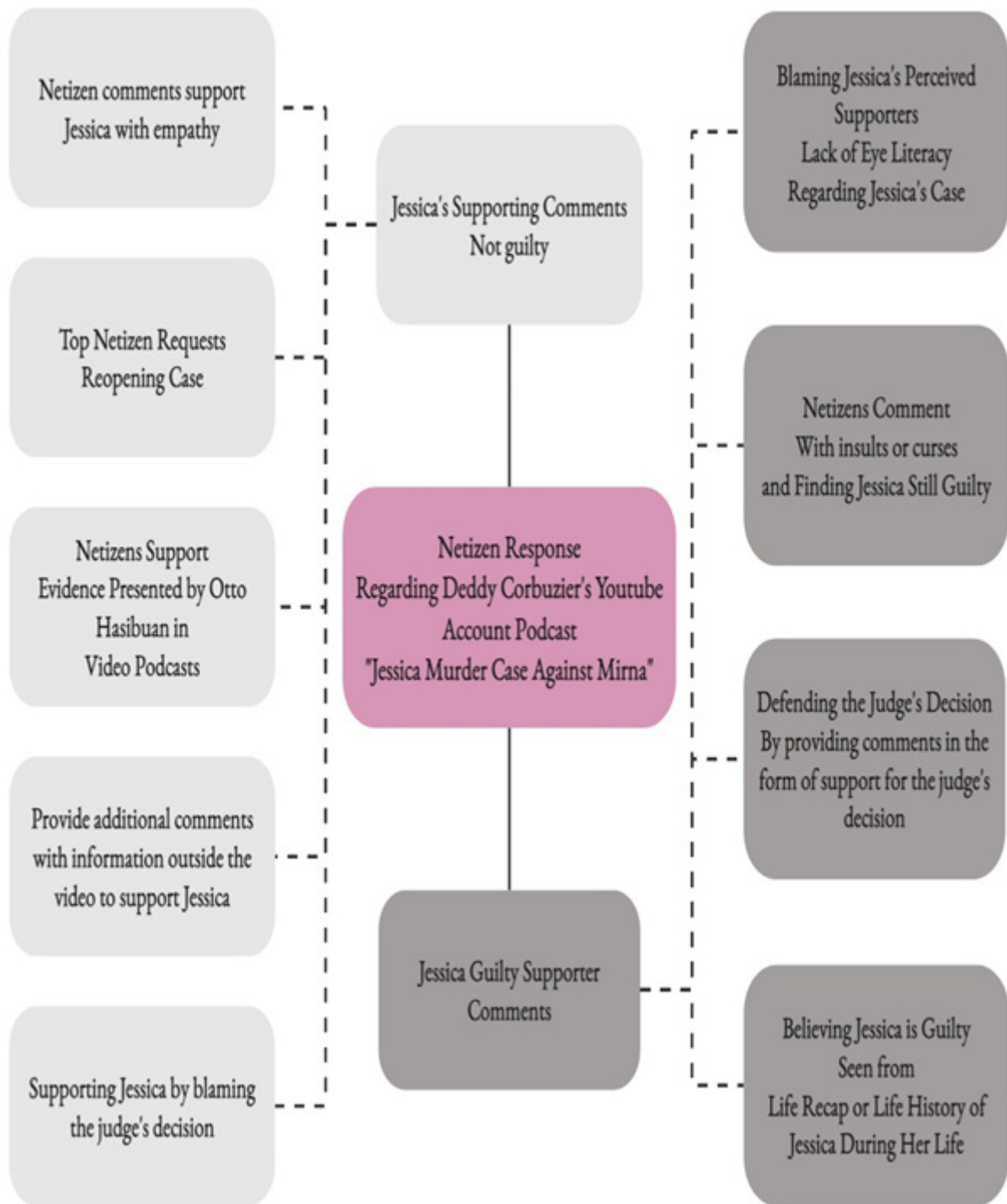
From the data obtained, the researchers created a theme map to make it easier to map netizens' responses to Deddy Corbuzier's YouTube Podcast video on the Mirna murder

case, in which Jessica was the perpetrator of the murder. The mapping was based on netizen characteristics of Deddy Corbuzier's YouTube Podcast Video, as in Figure 3.

The mapping resulted in two themes: comments supporting Jessica's innocence and comments on her guilt. In the theme of comments supporting Jessica's innocence, five netizen reactions were obtained: netizen requests for a re-opening of the case, additional information outside the video to support Jessica, netizens supporting the evidence presented by Otto Hasibuan in the Podcast video, netizen comments providing support for Jessica by empathy and support for Jessica by blaming the judge's decision. The second theme deals with Jessica's guilt. In this theme, four netizen reactions were obtained: blaming Jessica's supporters who were deemed to lack literacy in her case, netizens commenting with insults or curses and determining that Jessica was still guilty, defending the judge's decision by providing support on judge's decision and believes that Jessica is guilty based on her life history during her life.

After further review, the two themes supporting Jessica's innocence have the same tone as those supporting Jessica's guilt. This happens because there are similarities between positive and negative reactions received from netizens. Therefore, the researchers found the final theme in Figure 4.

The findings of the initial theme resulted in four themes in the final theme, consisting of Wrongdoing of the Judge's Decision, Reopening



Source: Researcher's Processed Results, 2024

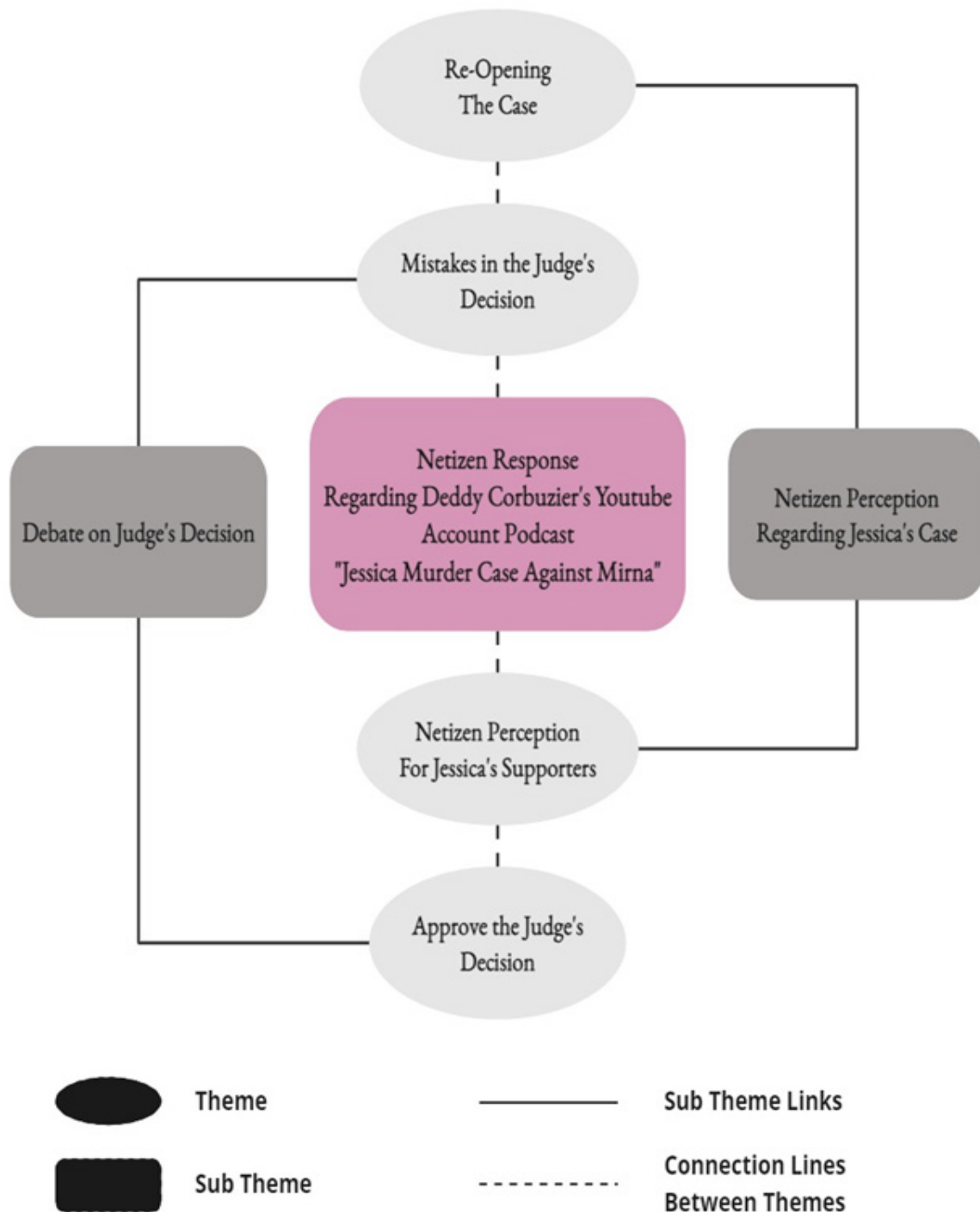
**Figure 3 Initial Thematic**

the Case, Netizens' Perceptions of Jessica's Supporters, and Agreeing with the Judge's Decision. The four themes above have the same tone as theme 1 and the other themes. The first theme and the fourth theme have similarities in

the sub-theme, which is "debate on the judge's decision", while the second theme and the third have similarities in the sub-theme, "netizens' perceptions of Jessica's case".

The first theme is "Wrongdoing of the





Source: Researcher's Processed Results, 2024

**Figure 4 Final Thematic**

Judge's Decision," with one sub-theme containing the Judge's Decision. Netizens' reactions to errors in judges' decisions, related to judges' decision-making, tend to depict various views and feelings expressed by netizens. Netizens revealed that the judge's decision at

Jessica's trial to name Jessica as a suspect was wrong, supported by evidence presented by Otto Hasibuan at the trial or presented on Deddy Corbuzier's YouTube Podcast Video.

The next theme is "Case Reopening". Netizen reactions to the re-opening of the case

tend to support Jessica's innocence, not the perpetrator of Mirna's death through supportive comments for Jessica. The following is an example of a comment from the category of "Wrong Judge's Decision":

*"Yg saya pikirkan, seandainya jesika benar tdk membunuh mirna, brp org yg sdh dosa dan dholim terhadap dia, mau di beri uang seberapa banyakpun tetap tdk bs mengulang waktu yg telah berlalu. Sungguh miris hukum di negaraku, sampai bingung tinggal di indonesia ini bangga atau tidak"*

Another example of comment from the category "Reopening Case" is *"Ayooooo kawal sampai kasus ini dibuka Kembali"*.

The third theme is "Netizens' Perception of Jessica's Supporters," which is related to the second theme, "Reopening the Case". These two themes refer to netizen comments that are both positive and negative, resulting in a sub-theme, "Netizen Perceptions of Jessica's Case". Netizens' negative responses in the theme "Netizens' Perception of Jessica's Supporters" included comments on how this case was proceeding, the evidence in the trial, and the results stating that Jessica was guilty. These factors made some netizens feel that Jessica was innocent and that a judicial review was required. From these comments, several Netizens did not agree with this response, saying that these people were considered ignorant of this case and still confirmed that Jessica was the main perpetrator of Mirna's death.

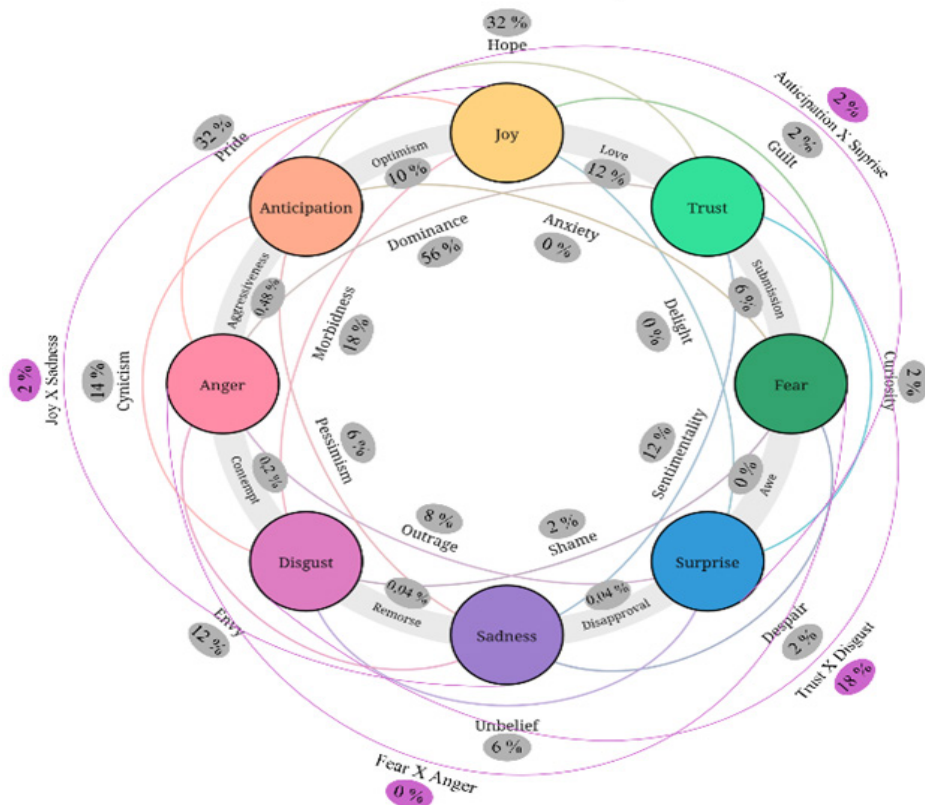
The fourth theme is "Agreeing with the

Judge's Decision" related to the first theme, "Misunderstanding the Judge's Decision". These two themes refer to netizen comments with a positive and negative tone, resulting in a sub-theme, "Debate on Judges' Decisions". The positive responses in the theme "Agreeing with the Judge's Decision" confirm the judge's decision, stating that Jessica was guilty or the main perpetrator of Mirna's murder. The example of a comment from "Netizen's Perception Of Jessica's Supporters" is

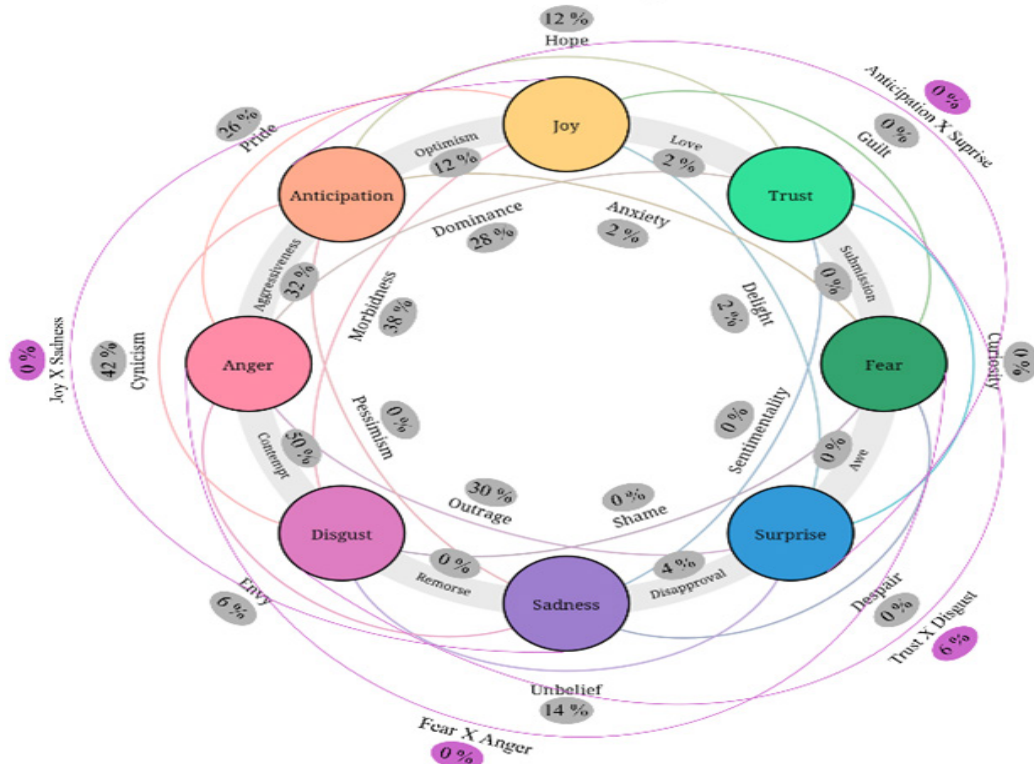
*"Hormati putusan pengadilan bang, kecuali ada bukti baru silahkan ajukan upaya hukum. hukum acara pidana SDH diatur, taat hukum",* and an example of comment, "Agreeing with the Judge's Decision" is *"Kalo menurut mata batin saya Jesicca lah pelakunya.. Buka lah mata batin kalian yang menyebut Jessica bukan pelakunya"*.

Netizens' reactions to Deddy Corbuzier's YouTube Podcast Video entitled *"kalian tau polisi pakai ahli hipnotis saat periksa Jessica!? CCTV rekayasa, otopsi bohong!!"* gave rise to four themes: "Wrongdoing of the Judge's Decision", "Reopening the Case", "Netizen Perceptions of Jessica's Supporters", and "Wrongdoing of the Judge's Decision". The diverse reactions of netizens prove that YouTube is one of the media used by netizens to convey messages and opinions freely without any restrictions on language and speech. YouTube is one of the most popular media today, useful for meeting information needs. YouTube is a website that facilitates its users to share the videos they own or simply enjoy various video

### Supporting Comments Jessica is Innocent Plutchick's Emotion Dyads



### Supporting Comments Jessica is Guilty Plutchick's Emotion Dyads



Source: Researcher's Processed Results, 2024

**Figure 5 Plutchik's Emotion Dyad Supporting Comments Jessica is Innocent and Guilty**

clips uploaded (Lingga et al., 2019). Various kinds of videos can be uploaded to this site, such as music video clips from certain musicians, video tutorials for certain activities, and many more. In this way, YouTube users can comment critically, express their opinions, and convey their emotional feelings.

In this research, netizen comments were also classified using Plutchik's emotion wheel and Quiring and Schweiger's interactivity dimensions to obtain data as seen in Figure 5.

Figure 5 shows several results from grouping Deddy Corbuzier's YouTube comments using Plutchik's emotion wheel. The data grouping illustrates netizens' attitudes and behavior towards the video, which is divided into pro and con data.

Pro data shows that the first section of Primary is superior, Love (Joy + Trust) by 12%, which illustrates that netizens agree and believe the statement given by Otto Hasibuan through comments to defend Jessica as a victim of Mirna's death. The superior counter data is Contempt (Disgust+Anger) of 50%, which states that someone thinks Jessica is guilty and it is appropriate to accept the judge's decision without any objection with anger. Based on the combination of Primary Pros and Cons data, several netizens agree and believe Jessica is innocent. Meanwhile, with the cons, they believe Jessica is the perpetrator and should be the suspect. However, the comparison of Pros and Cons in this Primary is superior, Contra Contempt (Disgust+Anger) of 50%. It shows that most netizens believe that Jessica

is the suspect in Mirna's death, referring to the judge's decision and the evidence presented during the court trial. Those in the Contempt (Disgust+Anger) category commented by showing an attitude of disgust or rebellion, and were full of anger towards the statement in the video. The following is an example of Primary Emotional comment from Supporters of Jessica's Innocence and Guilty "Pro", "

*Saya dari awal meraba kalo jessica wongso hanya korban."*, and an example of a counter comment is *"Hormati putusan pengadilan bang, kecuali ada bukti baru silahkan ajukan upaya hukum.hukum acara pidana SDH diatur,taat hukum."*

In the second section, Secondary Pro is superior, which is Hope (Anticipation+Trust) and Pride (Anger+Joy) with 32% respectively. Hope (Anticipation+Trust) describes someone who participates in commenting on Otto Hasibuan's statement with a sense of belief that there is something behind the case and supports the re-opening of the case against Jessica. Pride (Anger+Joy) describes someone who has a high sense of enthusiasm or passion and is following this case but has not yet found a bright spot regarding Jessica's case.

Secondary Contra excellence is Cynicism (Disgust+Anticipation) as much as 42%, which describes someone who participates in giving comments and feels unable to accept Otto Hasibuan's statement. The combination of Secondary Pros and Cons data shows that netizens have high enthusiasm, and it is necessary to reopen the case to find other bright spots. Also,



some people do not agree with Otto Hasibuan's statement. The Secondary data reveals that the comparison between Pros and Cons is superior. The cons of Cynicism (Disgust+Anticipation) can be described by someone who followed this case and participated in the comments against Otto Hasibuan's statement. Those who fall into this category demonstrate that they feel disgusted or rebellious against Otto Hasibuan's statement. They look forward to the next event or situation in the Mirna murder case in which Jessica is the suspect. Here is an example of the comment that belongs to Secondary Emotional category supporting Jessica's Innocence and Guilty "Pro", *"Jika tidak ada otopsi tidak ada sebab kematian, jika tidak ada sebab kematian tidak ada tersangka."* The example of "Counter comment" is *"Setelah nonton podcast ahli.. podcast ini terlalu rendah....haha"*.

In the third section, Tertiary Pro is superior, which is Dominance (Anger+Trust) by 56%. It describes Jessica, the one with high confidence, who was named a suspect in Mirna's murder. She was the victim of being deliberately named a suspect by expressing bitter or supportive comments towards Jessica. They argued that Jessica was innocent. Meanwhile, for Tertiary Contra, Morbidity (Disgust+Joy) is superior by 38%. It describes someone who follows the case and sees the video with surprise or confusion at Otto Hasibuan's statement. From this combination of Tertiary data, it can be concluded that several people denied the judge's decision that Jessica was guilty by comments supporting Jessica. In the Tertiary

Pros and Cons, a superior comparison can be seen, Tertiary Pro of 56%, which describes the number of netizens who support Jessica. Those who fall into the Dominance (Anger+Trust) category show a very high level of trust by expressing it through comments enthusiastically to defend that Jessica was not the perpetrator of Mirna's death. The following is the example of a comment belonging to Tertiary Emotional of Supporting Jessica's Innocence and Guilty "Pro":

*"Ayooo angkat jempol bagi yang setuju untuk Bandiing..karna hukum sudah tidak sehat",* and an example of "Counter comment" is *"Hormati putusan pengadilan bang,kecuali ada bukti baru silahkan ajukan upaya hukum. hukum acara pidana SDH diatur,taat hukum."*

In the last section, Opposite Pros and Cons are superior, with 18% for Pros and 6% for Cons, similar to Trust x Disgust. Trust x Disgust describes someone who believes that Jessica is innocent, but they have another belief that there is something else behind the judge's decision to declare Jessica a suspect in Mirna's murder. This combination of Opposite data shows that some people believe in Jessica's innocence. The Opposite comparison is superior; Trust rebelled against the judge's decision and believed Otto Hasibuan's statement in Deddy Corbuzier's Podcast video. Those who fall into this category believe in other factors or irregularities behind Mirna's murder case by including additional information outside of the Podcast video. The example comment of Opposite Emotional of Supporters of Jessica's Innocence and Guilty



“Pro” is “*PK kembali bang Otto, sprtinya benar dugaan bang Dedi, sprtinya ada konspirasi jahat dlm kasus trsebut....*”, and the example of “Counter comment” is:

“Wkwkwk... setelah gw dah nonton saksi ahlinya di podcast om dedi, nonton yng ini jadi ngakak sendiri...Penuh dengan asumsi saja, apalagi soal sel tikus, yg ternyata jesica sendiri yg gak mau pindah dicampur napi lain, dan ada videonya .”

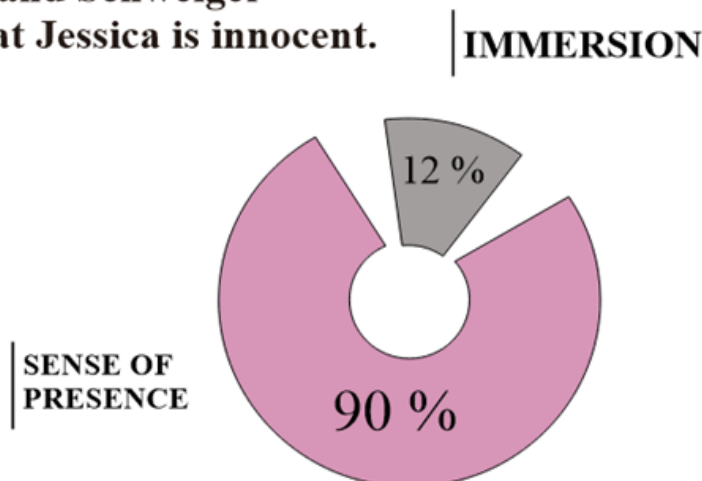
Meanwhile, for Quiring and Schweiger’s Interactivity Dimension (Quiring & Schweiger, 2008), there are four elements or dimensions in conveying messages: 1. Playfulness: A style of communication with other individuals referring to fun entertainment. It denotes someone who comments or reacts to other people’s comments that they feel funny for entertainment. 2. Connectedness: When an individual comments on another individual, feeling the same way in discussing a topic. They comment on a comment that addresses the same issue until they finally establish good two-way communication. 3. Sense of presence: An individual with a sense of presence so that they have insight and information until they are finally present to share that information. 4. Immersion: An attempt by someone’s presence to provide comments that involve their emotional feelings. Someone with this character has a high emotional desire to convey information or messages because they involve themselves and others in expressing their emotional feelings.

After researching a sample that equated or compared random comments with Quiring

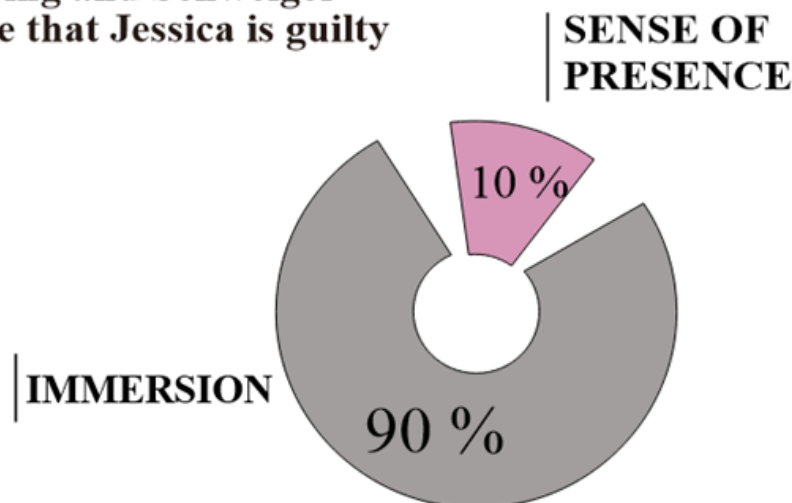
and Schweiger’s interactivity dimensions, the researchers obtained results as shown in Figure 6.

In the Quiring and Schweiger’s interactivity dimension, netizen responses that agreed with Jessica’s innocence found a Sense of Presence by 90%. They felt they had other information that they wanted to share with others to support Otto Hasibuan’s statement. Meanwhile, netizen comments that agreed with Jessica’s guilt were 90% Immersion results. Those who wanted to participate commented on Otto Hasibuan’s statement emotionally and could not accept his statement. A comparison can be seen from the data above. Those who are Pro to Jessica are more in the Sense of Presence category, which can be described as those who fall into this category, having an attitude of wanting to participate in commenting by insight or other information, until finally they are present to leave a comment. Meanwhile, those who are against Jessica are more in the Immersion category, which describes those who fall into this category have a high emotional attitude. It can be concluded from the comparison above that those who are Pro Jessica are included in Sense Of Presence, supporting Jessica by showing support and providing other information. Those who oppose Jessica entered the Immersion by expressing their feelings with full emotion. They comment on Deddy Corbuzier’s Podcast video to curse and drag those who defended Jessica into blaming Jessica.

**Dimensions of Interactivity**  
**Quiring and Schweiger**  
**agree that Jessica is innocent.**



**Dimensions of Interactivity**  
**Quiring and Schweiger**  
**agree that Jessica is guilty**



Source: Researcher's Processed Results, 2024

**Figure 6 Dimensions of Interactivity Quiring and Schweiger agrees that Jessica is innocent and guilty**

## CONCLUSION

In Quiring and Schweiger's interactivity dimension, netizen responses for Jessica's innocence belong to a Sense of Presence by 90%. They feel they have other information to share with others to support Otto Hasibuan's statement. Meanwhile, netizen comments for

Jessica's guilt belong to Immersion results by 90%. Those who wanted to participate commented on Otto Hasibuan's statement emotionally and could not accept his statement. A comparison can be seen from the data above, where the Pro Jessica are more in the Sense of Presence category, referring to those who want to participate in the comments by insight or

other information until they are finally present to leave a comment. Meanwhile, the contra Jessica are more in the Immersion category, having a high emotional attitude or desire to make comments. It can be concluded from the comparison that the Pro Jessica are included in Sense of Presence, supporting her with information and evidence that Jessica was not the perpetrator of Mirna's death. The contra Jessica belong to the Immersion by expressing feelings with full emotion or high emotional desires in the comment section on Deddy Corbuzier's Podcast video, which aimed to curse and drag those who defended Jessica into blaming Jessica.

From the two theories, an initial thematic and a final thematic were produced. The initial thematic division resulted in two categories: comments supporting Jessica's innocence and comments supporting Jessica's guilt. The comments were divided based on netizen comments. After watching the podcast video, some people thought that Jessica was not the culprit, while others thought otherwise. The initial thematic produces a final thematic, with four themes and two sub-themes. The first theme is misunderstanding the judge's decision, the second theme is reopening the case, the third theme is netizens' perception of Jessica's case, and the fourth is agreeing with the judge's decision. Two sub-themes were obtained from the intersection between the second theme and the third one, which produced the sub-theme of netizens' perceptions of Jessica's case and the first theme and the fourth theme producing the

sub-theme of debate over the judge's decision.

Robert Plutchik's theory and Quiring and Schweiger's interactivity dimension provide insight into how a person's emotions and interactions influence communication patterns. This research found various kinds of reactions and emotions from YouTube comments. This research is expected to be an illustration of netizens' reactions to the dispute in the cyanide coffee case, the Jessica's murder of Mirna, and a reference for other researchers of a relevant theme.

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