

ABSTRACT

This research aims to find out how much influence the film Ice Cold had in shaping public perception, especially students in the city of Bandung, regarding the status of those convicted in the 2016 "Coffee Cyanide" case. The film Ice Cold is a documentary film produced by Netflix and directed by Rob Sixsmith. This film examines various unanswered questions surrounding Jessica Wongso's trial, this film was released on September 28 2023. This research aims to find out how much influence exposure to the film Ice Cold had in shaping public perceptions regarding the status of those convicted in the 2016 "Cyanide Coffee" case. This research carried out using a quantitative method by collecting 100 respondents who were active students in Bandung City using an online questionnaire (Google Form). After carrying out the calculations, the t calculated hypothesis is 9.002 or the calculated t value is greater than the t table 1.984 and the significant value obtained is 0.000 or smaller than 0.05 so it can be said that the hypothesis is accepted or exposure to the film has a significant effect on the respondent's perception. Furthermore, the magnitude of the influence of the variable exposure to ice cold films on student perceptions can be seen from the regression coefficient value, which is 0.638 or is included in the category of a fairly strong relationship.

Keywords: *film exposure, cultivation, perception, ice cold film.*