

## ***ABSTRACT***

*This study analyzes the narcissistic character of Edi Darmawan Salihin in the documentary film "Ice Cold: Pembunuhan Kopi dan Jessica Wongso" using Stuart Hall's reception analysis. The study reveals how audiences receive and interpret Edi's character through three decoding positions: dominant, negotiated, and oppositional. The results indicate that Edi Darmawan's character is perceived not only as a determined father seeking justice but also as an individual reflecting narcissism through self-imaging and media manipulation. The film employs narrative and visualization that influence public perception of the case. This research contributes to understanding audience reception of characters in documentary media and the role of media in shaping hyperreality.*

***Keywords: Reception Analysis, Narcissism, Hyperreality, Documentary Film, Stuart Hall***