ABSTRACT

DIGITIZATION OF INFORMATION SERVICES AS AN INNOVATIVE EFFORT IN PUBLIC SERVICES IN* LIPUKASI *VILLAGE

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This study aims to analyze the implementation of information service digitization in Lipukasi *Village as an innovative effort to improve the quality of public services. The research focuses on the effectiveness of digitalization in facilitating public access to service-related information, enhancing transparency, and encouraging community participation in village administrative processes.*

The research method used is descriptive qualitative with a case study approach. Data were collected through in-depth interviews, direct observation, and documentation. The research informants consisted of village officials involved in public service delivery and community members who had accessed services in Lipukasi *Village. Data analysis was conducted through data reduction, data presentation, and conclusion drawing.*

The results of the study show that the digitization of information services in Lipukasi *Village has had a positive impact on public service delivery. Residents found it easier to access information related to village services, some improvement in time efficiency, and the transparency of services became more assured. However, the study also identified challenges, including limited digital literacy and infrastructure, which need to be addressed to optimize the benefits of digitalization.*

Keywords: Digitization, Information Services, Public Service, Village, Innovation.

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