ABSTRACT

DIGITALIZATION IN IMPROVING SERVICE ACCESSIBILITY IN BIRING KASSI VILLAGE

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This research aims to analyze the role of digitalization in enhancing the accessibility of services in Biring Kassi Village, with a focus on improving the information delivery system to be faster, more transparent, and easier for the community to access. This innovation is expected to overcome the limitations of manual services, such as public unawareness of document requirements and difficulties in conveying aspirations, thereby fostering a more accountable and responsive village governance.

This study employs a qualitative descriptive approach, collecting data through observation, interviews, and documentation to gain an in-depth understanding of the current conditions and potential for digitalization in Biring Kassi Village. Primary data was obtained from in-depth interviews with the village head, service staff, and residents from five hamlets, while secondary data was gathered from various sources related to village digitalization.

The research findings indicate that the implementation of digitalization through the development of the village Website has effectively accelerated information distribution, increased service accessibility, and strengthened transparency and accountability. Adaptation to digital technology proceeded smoothly, supported by a good understanding from both village officials and the community. This research recommends the development of a more structured and sustainable digital information system for responsive and participatory public services.

Keywords: *Digitalization, Public Service, Village, Biring Kassi, Website*