

ABSTRACT

The transformation of digital public services is one of the government's strategic initiatives to improve efficiency, transparency, and accessibility of services to the public. The study aims to explore and analyze the digital communication strategies implemented by Jabar Digital Service (JDS) through the Jabarprov.go.id portal website. Using a qualitative approach, the study collects data through in-depth interviews and observations of user interactions with the portal. The main focus of this research is to identify the steps taken by JDS in providing information and education to the public about the various public services available. The results of the research show that JDS has undertaken a number of significant efforts in digital transformation, including the development of informative and user-friendly content. However, the study also found that there were still some barriers in the implementation of communication strategies, such as a lack of effective socialization and challenges in reaching certain segments of society. This affects the effectiveness of the delivery of information and public acceptance of the digital public services provided. Therefore, the study recommends the development of a more integrated and responsive communication strategy to society's needs, as well as the importance of involving society in the process of transforming digital public services. Thus, it is expected that these efforts can increase public participation and strengthen relations between governments and citizens in the digital age.

Keywords: *Public services transformation, digital communications, digital services, communication strategies, public participation.*