

ABSTRACT

This research was carried out to find out how the Population Administration Information Management Strategy (PIAK) Towards the Improvement of Digital Services at the Population and Civil Registration Office (Disdukcapil) of Cirebon Regency. In this study, the researcher used a quantitative descriptive method of analysis with questionnaire, observation, and interview techniques as research instruments.

*The results obtained from the study showed that the Strategy variable obtained a score of 1567 with a percentage of 69.6% categorized **as good**. Meanwhile, the Digital Services variable obtained a score of 1604 with a percentage of 71.2% categorized **as Good**. Therefore, the Population Administration Information Management Strategy (PIAK) for Improving Digital Services at the Cirebon Regency Population and Civil Registration Office (Disdukcapil) has been running well.*

Obstacles that occur include limited resources, digital divide and community behavior, external infrastructure, and transition stages.

Efforts that need to be made include human resource training, hybrid services (online-offline) to reach people who are not yet adaptive, socialization of the benefits of digital services through social media, and conducting periodic evaluations.

Keywords: *Strategy, Population Administration Information Management (PIAK), Digital Services.*