

ABSTRACT

The Jambi City Population and Civil Registration Service is one of the agencies that provides public services to the community. As time goes by, developments in technology, information and communication cannot be avoided. Previously conventional public services are now electronic-based. As a program, it is interesting to see how the implementation of e-government-based bureaucratic reform has an impact and the factors that determine its maturity. This research aims to discuss the analysis of the implementation of e-government-based bureaucratic reform in public services in the field of population administration at the Jambi City Population and Civil Registration Service. This type of research is qualitative descriptive research. The type of data used is primary data in the form of interviews with research informants and secondary data obtained from reports or official documents. Data collection was carried out by observation, interviews and documentation. The data analysis used is descriptive analysis using interpretation of the data, facts and information obtained. The results of this research show that the Jambi City Population and Civil Registration Service in implementing e-government shows that there have been real efforts related to pursuing e-government. However, this has not been done optimally and is far from the priority scale. This is because several inhibiting factors are still found, including the lack of socialization of the use of the Sipaduko application carried out by the Jambi City Population and Civil Registration Service to the community and the limited human resources of the apparatus within the scope of the Jambi City Population and Civil Registration Service. In the future, the Jambi City Population and Civil Registration Service will continue to strive to improve the quality of e-government-based public services in the field of population administration and civil registration even better.

Keywords: *beraucracy reform, electronic government, public service.*