

## ABSTRAK

Layanan administrasi di Kelurahan Majasari, Prabumulih Timur, saat ini masih didominasi oleh proses semi-digital dan manual berbasis kertas, yang sering menimbulkan kendala seperti keterlambatan, antrean panjang, dan masalah akurasi data. Seiring tuntutan masyarakat terhadap pelayanan yang cepat dan transparan, penelitian ini bertujuan untuk merancang dan mengembangkan Aplikasi *Website* Layanan Administrasi Kelurahan Majasari. Aplikasi ini dirancang untuk memfasilitasi warga dalam pengajuan surat keterangan, domisili, dan layanan kependudukan secara *online* dan terintegrasi, yang dapat diakses kapan saja dan di mana saja. Batasan masalah dalam laporan ini adalah fungsionalitas *website* yang khusus melayani kebutuhan administrasi Kelurahan Majasari. Diharapkan, pembangunan sistem ini akan meningkatkan efisiensi, akurasi, dan transparansi pelayanan publik di tingkat kelurahan, serta mendukung visi Kota Prabumulih menuju transformasi digital.

**Kata Kunci:** *Website* Administrasi, Pelayanan Publik, Kelurahan Majasari, Prabumulih, Transformasi Digital.

## **ABSTRACT**

*Administrative services in Majasari Urban Village, East Prabumulih, are currently still dominated by semi-digital and manual paper-based processes, which often lead to constraints such as service delays, long queues, and data accuracy issues. In line with the community's demand for fast and transparent services, this research aims to design and develop the Majasari Urban Village Administrative Service Website Application. This application is designed to facilitate residents in submitting requests for official letters (e.g., statements, domicile letters, RT/RW endorsements), and other civil registry services online, accessible anytime and anywhere. The scope of the problem in this report is limited to the functionalities of the website built specifically for the administrative service needs of Majasari Urban Village. It is expected that the development of this system will improve the efficiency, accuracy, and transparency of public services at the urban village level, simultaneously supporting the vision of Prabumulih City as a modern, transparent, and responsive city that addresses community needs.*

*Keywords: Administrative Website, Public Service, Majasari Urban Village, Prabumulih, Digital Transformation.*