

## **ABSTRACT**

*This research aims to analyze the implementation of start-up organizational culture in government agencies, with a focus on the Jabar Digital Service (JDS) case study in West Java. The research method used is a qualitative approach with a case study. Data were collected through in-depth interviews with selected informants and participatory observation in the JDS environment. Data collection techniques include in-depth interviews and participatory observation to gain a deep understanding of the implementation of start-up organizational culture at JDS. The results showed that the values-based start-up organizational culture such as speed, collaboration, flexibility, and innovation has improved operational efficiency, creativity, job satisfaction, and work outcomes at JDS. In conclusion, the implementation of a start-up organizational culture in government agencies such as JDS has great potential to have a positive impact on organizational performance, especially in the face of rapid changes and challenges. This research provides a deep understanding of the importance of start-up culture adaptation in a government context and emphasizes the need for strong commitment and adaptation from all members of the organization to successfully implement the culture.*

**Keywords:** *Government Agency, In-depth Interview, Innovation, Organizational Culture, Organizational Performance, Participatory Observation, Start-up.*