

ABSTRACT

This study aims to analyze digital communication innovations implemented by the West Java Province Human Resources Development Agency (BPSDM) through the Sista Praja platform as an LMS in an effort to equalize digitalization for the State Civil Apparatus (ASN). The approach in this research is qualitative with descriptive methods through data collection techniques of interviews, documentation, and observation. This research refers to Everett M Roger's (2003) innovation diffusion theory with five sub-analyses, namely, Knowledge, Persuasion, Decision, Implementation, Confirmation. The results of this study show that the Sista Praja innovation has succeeded in providing equal distribution of digital communication for ASN in West Java. This research explores the experiences and views of the founders of Sista Praja, including ASN, Sista Praja managers, and users. The results show that Sista Praja not only improves ASN competence in digital communication, but also provides equal distribution of digitalization for ASN in West Java. This innovation is expected to be a solution to the digitalization challenges faced by ASN in West Java, as well as provide recommendations for the development of more effective digital communication innovations.

Keywords: ASN,Digital Communication,Innovation, Sista Praja.