Abstract

Banyuwangi Regency is one of the regencies that apply the Smart City concept, by carrying the concept called "Smart Kampung". Then Smart Kampung is used as a web and mobile-based public service application portal. This application aims to facilitate public services down to the village level such as filing a general certificate, cover letter for SKCK, etc. However, this application itself still has many shortcomings and errors / bugs, causing most Banyuwangi people still do not want to use this application. On the other hand, there are still many people who do not know about this application, especially people who are still not 'literate' about technology. For this reason, further analysis was carried out on the causes of the low interest of the Banyuwangi community in accessing the Smart Kampung website. As a result, there is a need for improvement and maintenance of the application, the need for socialization, and the need for a new policy to help people switch from manual services to digital.

Keywords: *Analysis, Website, Smart Kampung*