**DEVELOPMENT OF EXTENSIVE MUNICIPAL WEBSITE**

**IN THE PROVINCE OF MASBATE**

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**Project Context**

The Republic Act 11032 or the “Ease of Doing Business and Efficient Government Service Delivery Act of 2018” is the law that mandates the digitalization of processes in the Philippines. The law aims to make it easier and faster for businesses to operate in the country by streamlining government processes and making them more accessible and transparent.

The law requires all government agencies to adopt a “whole-of-government” approach to digitalization, meaning that all agencies must work together to ensure that the government's digital infrastructure is interconnected and interoperable. The law also provides for the establishment of a National ICT Coordinating Council (NICCC) to oversee the implementation of the law. And one of the identified roadmap for the digitalization of government processes includes the promotion of the use of cloud computing and other emerging technologies in government. Likewise, according to IMD’s World Digital Competitiveness Ranking 2022, the Philippines has slightly improved with a score of 52.81, placing it higher in a database that evaluates the competitiveness of economies in shifting to digital technology.

Government agencies in the Bicol region are starting to adopt digital technologies at a rapid pace. In fact, the study of (Biglete, 2023) as part of the implementation of the policies and guidelines along digitalization it was found out that in the proposed action Plan there is a need to improve the process and implementation of ease of doing business in their city and two of those are improvement on the system or procedure being implemented in the business one stop shop and implementation of electronic database.

In Masbate Province adopting digital technologies is still in its early stages. However, there has been a significant increase in the number of agencies that are using digital technologies in recent years. This is being driven by a number of factors, including the need to improve efficiency, reduce costs, and provide better services to citizens. Some of the municipalities in the province has anticipated with this technological changes and somehow taking a step towards digitalization, as per observation the municipal websites has been developed and being utilized by the government authorities but still there is an agony with the following identified challenges to wit:

* The built website structures were created using only hard codes, which excludes the possibility for implementing a more advanced execution for information updates, services, and the like;
* Social media has been used as an alternative for establishing a modernized method of regularly updating all activities of the municipalities, but this way of maintenance and security is still not stable for long-term purposes due to constraints with using an application, particularly third-party applications; and
* Since the concerned offices are still using manual methods, such as face-to-face interactions, Gmail, text messages, and other messaging tools that are sometimes unavailable in other municipalities, it takes a long time to obtain the urgent and factual information with the specified municipality.

By contributing support in the development of systems for the revealed factors, DEBESMSCAT, as an educational institution, has cast its part to get involved in this profound transformation brought about by technological innovation.

**Purpose and Description**

The purpose of this extensive municipal website is to provide a centralize system for residents and visitors to find information about the municipality, its services, and events. The website should be easy to use and navigate, and it should be updated regularly with new information.

An automation as a feature can be used in a variety of ways to improve the efficiency and effectiveness of an extensive municipal website. One of the common ways to use automation is the content management where automation can be used to manage the content of a website, such as updating news articles, adding new events, creating reports and for transparency purposes. Next is the data collection where automation can be used to collect data from a variety of sources, such as surveys, census data, and financial records. This data can then be used to improve decision-making, identify trends, and track progress. And lastly the customer service, by enabling the website with an AI-based automation can be used to provide customer service, such as answering Frequently asked questions in a more advance way where this can free up staff time to focus on more complex issues, and it can also improve the customer experience.

**Objectives**

The general purpose of this study is to create, design and develop a generic website suitable for common purposes of the Local Government Units along its function and purposes. Specifically, this aims to implement the following:

1. provide a central website where municipalities can apply for their agency to subscribe to an account, with the DEBESMSCAT acting as the system's super admin;
2. The adoption of 2FA among admin users to establish strong safety protocols;
3. a customizable municipal dashboard where the admin user can change the website's theme, name, logo, and other appearance-related elements;
4. Include in a software-based feature the prescriptive and typical indicators of how local government units work, such as providing updates about events, services, rules, regulations, and announcements; and
5. An artificial intelligence (AI)-powered chatbot that enables the general public to get any information they desire based on frequently asked questions;