

**UNIVERSITI TEKNOLOGI MARA  
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI**



**PRACTICAL TRAINING REPORT  
MERADONG DISTRICT OFFICE**

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**DECEMBER 2012**

**THE DECLARATION**

*th/jr*

## Declaration

I hereby declare that the work contained in this report is original and my own except those duly identified and recognized. If I am later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM rules and academic regulations.

Signed,

A handwritten signature in blue ink, appearing to read 'Taufiq', is written over a horizontal line.

MOHAMMAD TAUFIQ BIN AHMAD JERRY

## **ACKNOWLEDGEMENT**

Assalamualaikum W.B.T. & greetings. Alhamdulillah and praise to Allah S.W.T. for his blessing all of us. To have the opportunity for internship at Meradong District Office is truly an immense experience. Undoubtedly, the stay was great. It had taken my thoughts to a great level far beyond my perceptions. Above all, it is in line with my course, Bachelor in Administrative Science (Hons).

I wish to register my lofty gratitude to the management of Meradong District Office, in particular to its District Officer, En. Hj Mustapa for the guidance, opportunity and the freedom to juggle the formal training in UiTM with the reality of practical experience. Thank you once again. Greatest appreciation to my supervisor, En. Kueh Lei Poh, for his advice and support that has been given to me. Your choice of accepting me in this organization was definitely perfect.

My thanks and gratitude is also extended to my lecturer, Cik Noni Harianti for guiding me to construct this report. Her support and encouragements had indirectly cultivated perseverance and dedication in my mind to be a better man tomorrow. To my colleagues, I really appreciate your presence. The sharing that we have had enlightened the true meaning of working. All of you are superb. The success is ours.

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## **Chapter 1**

### **1.1 Introduction**

In this chapter, it discussed on the practical venue which covering the history, background, organization chart, objective, mission, vision, and sort of. Meradong District Office had been chosen as my practical training venue. Meradong District Office is located at Jalan Mahkamah, 96 500 Bintangor. The reason why I choose this organization as my choice is that the smaller the organization the more experience I will get. As I thought, I gain much useful information as well as the experience to be kept and for future use. I am grateful enough because the working environment is beyond my expectation. The staffs were very friendly to me. They give their best to help me in my daily work. They taught me many things such as making probate, adopted child, and buck suit payment process. Although it is such a small office, to me it is fully organized. It was full of working paper. That is my reason of choosing the organization.

## 1.2 History of Meradong District Office

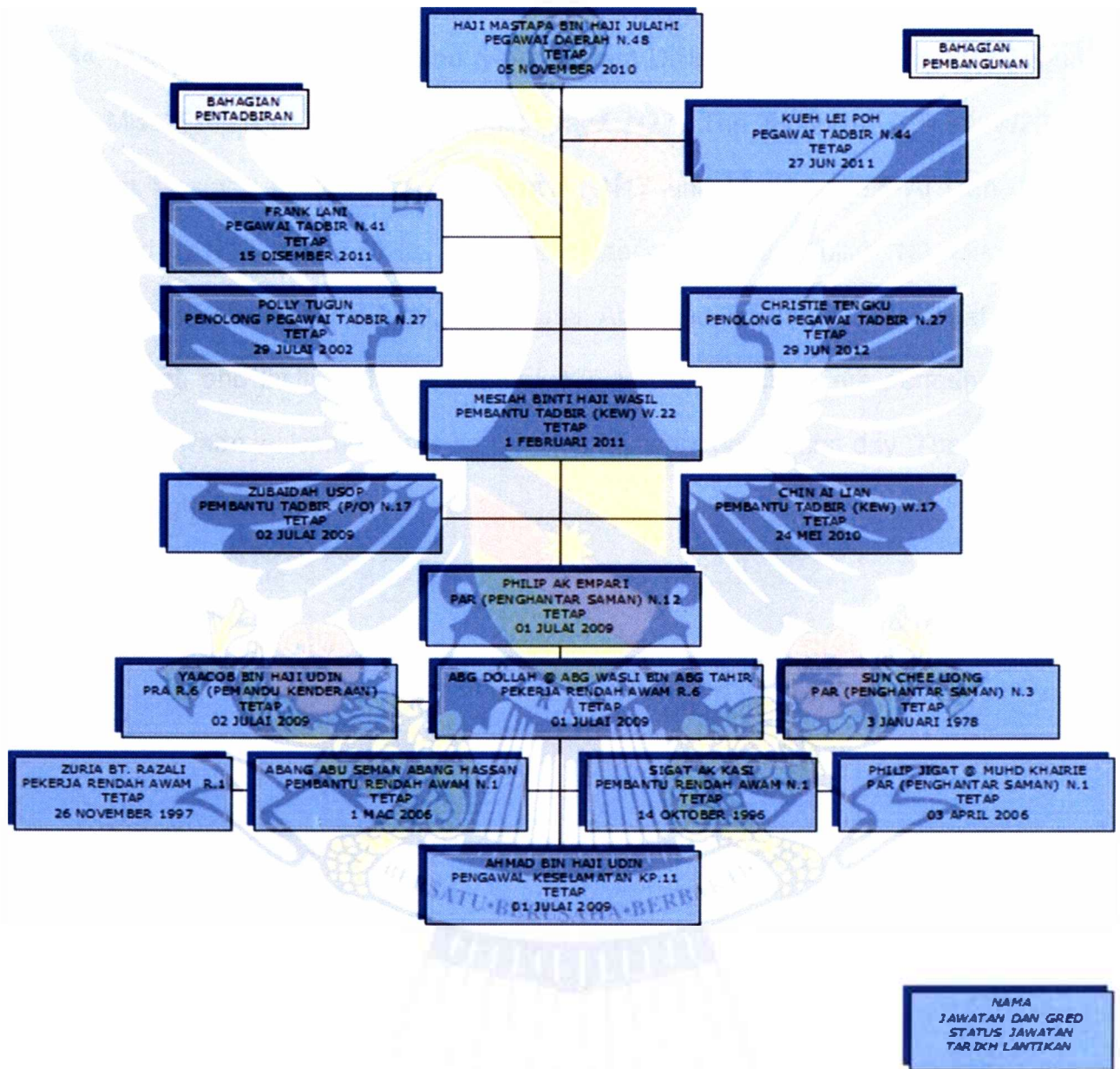
Meradong District Office was known as Binatang District Office one time ago. It was in the early 1930, under the Brooke's governance, this organization was governed by "Native Officer" or "Sarawak Administrative Officer". The function of the organization during that period was as the control centre for the Batang Rajang river where the economic activity being operates.

After World War II in 1948, the small district is upgraded into second division and was govern by A.R Snelus. He is the first district officer of Binatang District Office. At the mean time, the organization was functioned as economic management, safety, and little social problems. (Source : Adapted from Meradong District Office website ([www.meradongdo.sarawak.gov.my](http://www.meradongdo.sarawak.gov.my)))

In 24<sup>th</sup> January 1984, the name of the organization was officially being named as Meradong District Office. It was being gazetted in Sarawak Government Gazette Part II, Vol:XXXIX, No.4 dated 13<sup>th</sup> February 1984. The name of the organization was taken after a river name Meradong which is the located in the middle of the district. The administration of the organization covered 719 km square after being reduced from 1083 km square due to the new ordinance which already being gazetted in the Sarawak Gazette Part II, Vol.LVII dated 24<sup>th</sup> January 2002. They had to give away 6 areas which are Semah, Bekakong, Telok Gelam, Penasu Serdeng and Batang Pangaie to Daro District. The areas contain 14 long houses and 4 villages and now reducing the population to 24, 368 people at present.

Source : Adapted from Meradong District Office website  
([www.meradongdo.sarawak.gov.my](http://www.meradongdo.sarawak.gov.my))

### 1.3 Organization Chart



**Figure 1 : Organization chart**

Source : Adapted from Meradong District Office website

([www.meradongdo.sarawak.gov.my](http://www.meradongdo.sarawak.gov.my))

Figure 1 shows the organization chart of the Meradong District Office. Haji Mustapa Bin Julaihi is the permanent District Officer with post grade of N48. It was followed by Mister Kueh Lei Poh also the permanent District Officer with post grade N44, Mister Frank Lani, N41, and two Assistant District Officer Madam Polly Tugun and Miss Christine Tengku with post grade N27. The Financial Officer, W22 is Madam Mesiah, assist by Miss Zubaidah, N17 and Madam Chin Ai Lian, W17. Followed by N12, Mister Philip, R6, Mister Yaacob R5, Abg Dollah, N3, Mister Sun Chee Liong, R1 Madam Zuria, N1, Mister Abg Abu Seman, Mister Sigat, Mister Philip Jigat, and lastly is Mister Ahmad, KP 11. All the staffs are permanent. The staffs give warm welcome to me as I started my work on the first day. They help me a lot throughout my training.



## 1.4 Organization Vision, Mission, Objective, and Quality Policy

Figure 2: Organization Vision, Mission, Objective, and Quality Policy

- VISI  
PENERAJU KEMAJUAN DAN KESEJAHTERAAN RAKYAT
- MISI
  - MEMBERI PERKHIDMATAN BERKUALITI
  - MENJANA PEMBANGUNAN YANG SEIMBANG DAN MAMPAN
  - MENJADI PENGANTARA YANG CEKAP DAN BERKESAN
  - MEMBINA MASYARAKAT YANG BERBUDAYA, BERWAWASAN, KREATIF, DAN INOVATIF
- OBJEKTIF
  - MENYEDIAKAN PENYAMPAIAN PERKHIDMATAN YANG CEMERLANG
  - MERANCANG, MEMANTAU, DAN MENYELIA PROGRAM PEMBANGUNAN
  - MENINGKATKAN SEMANGAT PERPADUAN MASYARAKAT SETEMPAT

Source: Adapted from Meradong District Office website

([www.meradongdo.sarwawak.gov.my](http://www.meradongdo.sarwawak.gov.my))

## DASAR KUALITI

PEJABAT DAERAH MERADONG AKAN SENTIASA MENGUTAMAKAN KEPUASAN HATI PELANGGAN ;

- PELANGGAN DALAMAN DAN LUARAN
- BAGI SEMUA PERKHIDMATAN YANG DITAWARKAN
- PADA SEPANJANG MASA

DASAR INI MEMERLUKAN ;

- PENGLIBATAN SEMUA KAKITANGAN
- SOKONGAN MENYELURUH PIHAK PENGURUSAN
- KERJASAMA PELANGGAN DAN PEMBEKAL
- PEMBENTUKAN OBJEKTIF, STANDARD DAN SISTEM-SISTEM YANG SELARAS DENGAN MATLAMAT KECERMELANGAN

PERLAKSANAANNYA DILAKUKAN DENGAN CARA ;

- MEMENUHI SETIAP KEPERLUAN YANG DITENTUKAN
- LANGKAH-LANGKAH PENCEGAHAN
- MELAKUKAN KERJA DENGAN BETUL SEJAK KALI PERTAMA
- MENGUKUR PRESTASI KUALITI

KUALITI YANG MENYELURUH AKAN DIJADIKAN CIRI UTAMA BUDAYA PEJABAT DAERAH MERADONG. IA AKAN DILAKSANAKAN, DIKESAN DAN DIKEMBANGKAN MELALUI PROGRAM-PROGRAM PENINGKATAN KUALITI YANG BERTERUSAN.

Source : Adapted from Meradong District Office website

([www.meradongdo.sarwawak.gov.my](http://www.meradongdo.sarwawak.gov.my))

The organization vision is to be the leader of the development and the welfare of the citizen. They want to hear the people voice and view in order to be the best at the people heart. The organization mission is to deliver quality services, ensure the balance of development, efficient and effective leader, and develop cultural citizen. The objective are preparing excellent service, plan, evaluate development programme, and increase the social spirit among the citizen. These are the vision, mission, and objective of the organization.

This is the Quality Policy of the Meradong District Office. They always prioritize the customer first in term of internal and external customer. The policy needs overall involvement of the staff, supports from all party, and cooperation from the customer and supplier. The implementation is done by ensuring the requirement completeness, prevention steps, make the right move at the first step, and evaluate the quality performance. All of these will be expand through various continuous Quality Improvement Programmes.

## **Chapter 2 Schedule of Training**

### **2.1 Introduction**

Practical training is functioned to train the student in order to face the working environment after they had graduated. It is compulsory for the student to take this practical training as it is one of the major subjects included in the syllabus. The practical training had taught me a lot of working environment as it trains us in real situation. We must responsible for everything that we have made because all decision made by us will affecting the image of the organization as well as the university we represent. It gives me many benefits as we have the chance to learn many new things, create new links, and tighten the relationship of the organization and university as they are connected through the student regarding their result or their performance. By all means, the students is well prepared for the future working environment and already have the big picture of what exactly they got to face.

## **2.2 Schedule of Practical Training**

The practical training starts on 16<sup>th</sup> July 2012 and finish on 17<sup>th</sup> August 2012. It makes a total of 5 weeks. In the period of 5 weeks, there are many various types of task to be completed.

### **2.2.1 Week 1**

First day of practical training started on 16<sup>th</sup> July 2012. It was such a bright day. The atmosphere was full of nervousness as it was the first time representing UiTM to the organization. On the first day, report duty is the first thing being done by showing the approval letter to the organization. After that the staffs introduces themselves and show me around the organization such as the organization chart, vision, mission, objective, and the section that the organization handle. During that day, the staffs brief me regarding the actual work that should be done. The first task that I received is 'e-kasih'. 'e-kasih' is a programme which being launch by the government in order to help the people that qualified. The term qualified here refer to the individual backgrounds that fulfil the qualification stated by the government. the qualification are the individual names, identification card number, address, salary, family members, head of the village stamp and signature, what exactly they want such as upgrading their house, new house, farming equipment, domestic animal and exacta. My job is to explain all the above matters to the people that want to apply the 'E-kasih'. After explaining it to them, I must follow up with the customer so that they will understand more and not making mistake while applying the 'E-kasih'.

In the evening, I have been called to see my supervisor. She give me the organization t-shirt. She asks me to join them for aerobics in the other morning. I quickly agreed to show my commitment to the organization. The aerobics was organized under Custom organization of Sarikei division. Besides the aerobics event, there are also lucky draw. My organization was very lucky because we get 3 lucky draw during that day. I continue my work after the aerobic. Meeting was being held at 2 pm till 4.30 pm. The meeting was attended by all staff except for the counter section as they handle the customer that came to the organization. The meeting started with speeches by District Officer regarding last meeting agenda which he stressed on the customer satisfaction concept on how to serve the customer and dress code. He also mentioned about the Government Transformation Programme, High Performance Team, and EMS that stand for electronic meeting system. The meeting continue with accounting report, probate, and social report such as rate of marriage and divorce in the area. My works continue with 'e-kasih' for the coming days and that week. I also get the chance to go out and examine the people that have succeeded the 'e-kasih'. It was very adventure as I go through deep inside the jungle reaching the location just to see if the information that they give true or not.

### 2.2.2 Week 2

Second week was started on 23<sup>rd</sup> July 2012. After one week handling the 'e-kasih' application, the supervisor gives me another job which is handling the adoption form. The adoption form was functioned to legally adopt children by the people that willing to adopt child under circumstances that approved the process. In handling the adoption form, the compulsory document must be carefully checked in order to make the adoption process go smoothly without any obstacles. In the form, the biological parent and the adopt parent must all be there including the witness because it is the condition in order to adopt a child. After that, they must fill in the adoption forms which contain all the information of the parent, adopted child, and the witness. It is compulsory and office use as referent. After it was being approved by District Officer, the form then going through into the e-filling process. . During the week, I get the chance to go to the site. It is because in order to approve once project such as building houses and road, it must meet the qualification that have been set by the organization. It is very important because it ensure the safeties of the user in the future. My supervisor took me to examine the road project which took 30 minutes drove from the office. He asks me to check whether it meets the specification or standard such as the length, width, cement mixture, and thickness. In the end, I found that the contractor did not follow the specification provided. My supervisor appraised me because of the matters I have discovered. Beside that my work also covers the stamping document for office use. Apart from that I get to answer phone calls and it must be according to the standard provided by the organization. For example, 'Good morning, Meradong District Office, Taufiq speaking'.

### **2.2.3 Week 3**

Third week signalize new work to be done. As usual the supervisor gives me new task. This week its probate turns. In my own understanding, probate is a document that store the dead person document to their nearest family members document which known as properties inherent process. The process must be done between 7 days of working days according to the client charter which consists of complete document. If the document was incomplete, delay will happened. In this process, document such as the identity card of the person inherent, dead certificate, bank account, asset document, and exacta must be photocopy first for office use and evaluation as it is the procedure to be followed. Apart from that all the family members must be there in order to seek for approval to gives the properties to the family members that they agreed on to. The document must be stamped and signed by the head of the village to approve that the document is genuine. After all the process is being done the District Officer get to stamp and sign for next procedure to be continued. Then the document will be recorded in the probate file which according to the ISO standard. Accordingly is the sample of the probate document that must be filled by the inherent family members.



#### **2.2.4 Week 4**

This week my new task is buck suit handling. In this work, I get the chance to see buck suit in front of my eye. Handling the buck suit was for the purchasing the new buck suit. The procedures are checking their rifles licence, 8 empty buck suit minimum, and the owner identity card. Their licence must be valid and purchasing of the buck suit only once a month. If they had purchase the buck suit this month, they cannot purchase it anymore. They have to wait for next month in order to purchase more buck suit. After examine all the documents, the payment of the buck suit must be recorded and keep for office reference. The receipt and the licence book must be recorded as well which will be stamped and signed by the officer in charge. Before giving back the receipt, it must be photocopy first so that cheating can be detected. Accordingly is the sample of the buck suit document.

### **2.2.5 Week 5**

This is the last week for me working in this organization. In this week, my supervisor gives me e-filling task. First e-filling file is 'KIR' which stands for Ketua Isi Rumah. In this document, it contained the information regarding the head of the house. For example, Rumah Panjang Gemuan. In that long house, the information of all the people in that long house must be key-in in the system in order to update the petition of people in the area requested. Mostly one area consists of 3-4 long houses and one long house can include more than 30 people. The supervisor gives me 13 areas to be cover and key-in. It was very exhausting because there were lot of name and address to type but to show my effort, the exhausted feeling flew right away. After finishing the 'KIR' e-filling, the supervisor asks me to key-in the 'e-kasih' profile to be sent to Ministry Department (JKM) so that they can examine who will get the benefit of the government which promised. It took two day to key-in almost four thousand plus profile of 'e-kasih'.

It was sure tiring but I enjoyed working as to serve the people and show full effort for UiTM images. During the period while typing the entire document, the supervisor asks me for some ideas regarding 5S because Hari Raya Aidilfitri is just around the corner. I suggested that they make 'ketupat' to hang at the counter as well as the Hari Raya card. The organization chart also being decorated with all the above matters as well so that the office will look alive and update to current situation or event. During the last day of my practical training at the organization, all the staff put up a farewell party in order to appreciate my willingness to give full cooperation and support to the organization. District Officer gave away hampers for Muslims staff as for celebrating the coming Hari Raya Aidilfitri.

## **Chapter 3 Analysis: Counter Service**

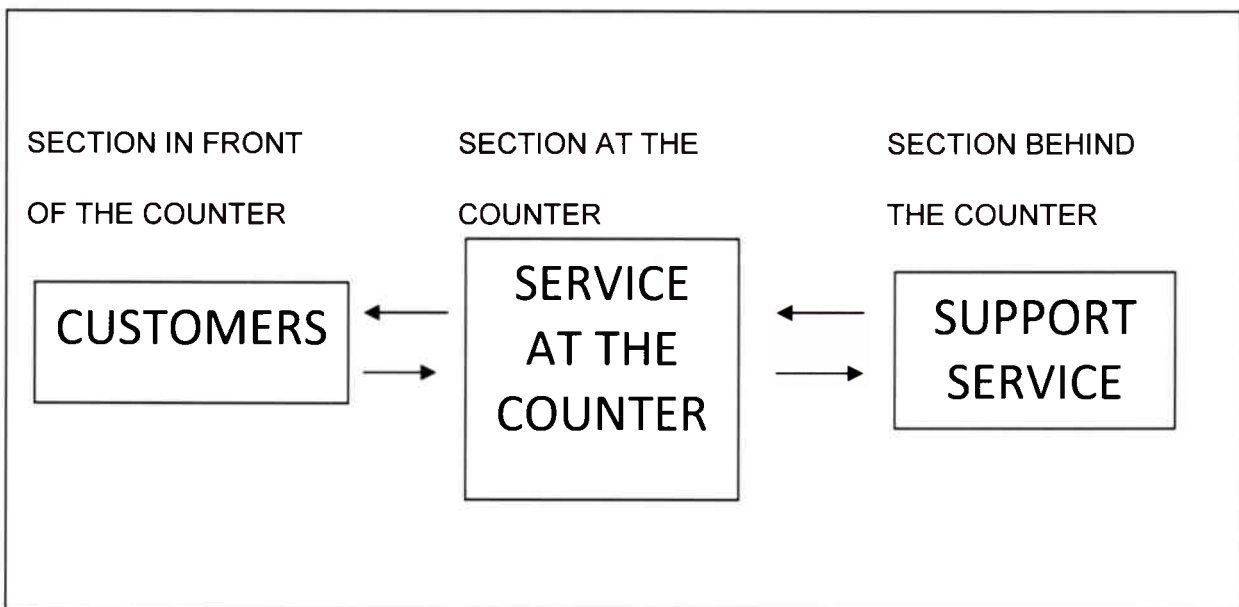
### **3.1 Introduction**

In this chapter, it will specify the task being done at Meradong District Office as it goes deep to inspect the meaning of counter service as it is the important parts which are dealing with the customer where customer who will measure the performance of one organization. This chapter will explain on the delegation of work of counter service.

### 3.2 Definition of Counter Service

Counter service is the front line of the organization. It represents the image of the organization. They are responsible for both understanding the customer needs and response for customer requirements in real time. This means that the front line staffs have the responsibilities in delivering high quality services while satisfying the customer's needs and requirements. At this time, the customer will evaluate and measure the quality services that were provided by the organization. Accordingly is the concept of counter service.

**Figure 3: Concept of Counter Service**



Source: Adapted from Pekeliling Kemajuan Pentadbiran Awam (2004, pg 185)

Based on Figure 3, the counter service concept in Malaysia public sector comprised of three main components such as:

1. Section in front of the counter which is the customers,
2. Section at the counter that is the service at the counter,
3. Section behind the counter which is the support service

First section is the section in front of the counter refers to the waiting area where customers await their turn to be served. It is important for the organization to provide sufficient and appropriate facilities such as notice boards, comfortable waiting area, and exacta.

Second section is the section at the counter. It refers to the place where the staffs communicate directly with the customers. This is the place where the service delivery takes place and the counter staff meets the customers, provide service and terminate the service. Last section is behind the counter. It refers to the role that management and staff plays. Its include planning, controlling, and evaluating all the work with available information. This section monitors daily administrative activities while ensuring that all staffs and the officers contribute and supports the decision and planning made.

Thus, these three components are interrelated where each component plays an important role in determining the success of an organization service delivery process. Therefore, of the service delivery to customer is poor in any stages, this would create a negative perception on the organization. Moreover, as what every business rule is, customer always right and it is difficult to retain the customer loyalty and trust once they hold a negative impression towards the organization.

### **3.3 Practices at Meradong District Office**

As mentioned in the previous point, counter service is where the staffs meet the customer to satisfy their needs and requirement as it is the major work of the staffs in the organization. In Meradong District Office, the counter service section is divided into 4 sections. Among the section are:

1. e-kasih
2. Probate
3. Buck suit
4. Adoption, Marriage and Divorce

First section is the 'e-kasih'. It is the bank data of the national poverty which contain the information of the poverty program that being accept by the head of the house (KIR. Ketua Isi Rumah) and their members (AIR. Ahli Isi Rumah) from the government agency. The process begins from applying for the form of 'E-kasih' at the District office in their area. They will be informed regarding the application of the 'e-kasih' on how to apply and what is the condition in applying it. Apart of the requirement to be fulfilled are the background of the KIR and AIR such as their name as stated in their identification card, address, status, what they do for a living, salary, and exacta. From this information, the staffs will key in their data to the Ministry Department (JKM) website. From there, the JKM staffs will give the report to their officers in charge. The process took months in order to specify who really deserve the service.

After being screen out, the JKM staffs will sent the chosen name to the District office and then the staff of the district office will go to the KIR and AIR place to check and determine whether that they are truly deserve the service. If they succeed, they will get the service that they have applied. If the customers want to check for their result and for further information, they can go online with this website, [ekasih.icu.gov.my](http://ekasih.icu.gov.my).

Next is probate. Probate is a legal process that takes place after someones death. It usually involves proving that the deceased's will is valid, identifying the deceased person's property and having it appraised, paying outstanding debts and taxes, and distributing the property per the will or state law. The probated will becomes a legal document that may be enforced by the executor in the law-courts if necessary. A probate also officially appoints the executor, normally named in the will, as having legal power to dispose of the testator's assets in the manner specified in the will. There are factor that must be followed so that the probate can be easily done. Among the factors are:

- Death certificate
- Family members of the dead
- Witness
- Head of the village
- Properties to be probate must be certified and still valid
- Sign by the District Officer

The above are the requirement or factor that must be considered in probate making process.

Third section is buck suit. The buck suit section is where the process of purchasing the buck suit being done. In order to purchase the buck suit, they must first go to the district office to get the valid document. It is because, to purchase the buck suit they must comply with the procedure. The procedure to be followed by the purchaser are, they must bring their rifle licence, identification card, minimum 8 empty buck suit, and cash. This is the requirement for purchasing buck suit. After all the requirement is fulfilled, the staff will process their receipt. The staff will key in the data of the purchaser in the system and the log book as well. It is for office use and reference. After that, the receipt must be photocopy and kept with the related document. At the end, the officer will stamp their license as for the purchasing method. Then, they will get the receipt. They will show it to the shop and then they will get to buy the buck suit. There is exception to the purchasing of buck suit where if the customer already bought the buck suit during that month, they cannot buy it anymore. It is because, they are allowed to buy only once a month.

Lastly is adoption, marriage, and divorce section. This section, explain the procedure on how to adopt, marriage, and divorce. First is adoption. Adoption is a process where parent want to adopt child as their own child. Before it is valid, the applicant must follow the procedure. Among the procedure are:

- Adopt parent
- Biological parent
- Adopt child
- Witness
- Head of the village



The process to adopt a child which mentioned in previous paragraph must be stated in the adoption form and the log book as well. The thing that must be consider in filling the form are the identification card, signature, address, and the reason why they want to adopt the child. All the information of the above must be taken care as it is the important part of the adoption process. In the end the district officer will sign it for approval and validation.

Marriage and divorce is another process being done in the district office. The process is only for those non-Muslim because Muslim have their own department processing this matter. In the district office, the couple that want to get marriage must come with their parents, witness and head of the village. They must fill in the form as required such as their background, working status, and exacta. After filling the form, they will go to see district officer for several questions and answering procedure. After all the process is being done the district officer will sign and stamp as for approval of the marriage. The staffs will record all the information in the system and sent it to the Jabatan Pendaftaran Negara (JPN) for record of the marriage rate. It is the same with divorce process. In this process, they must give good reason for their divorce because it is not a good decision when it comes to divorce. All religion did not want divorce to happen but if it cannot be helped divorce still happen.

### **3.4 Experience**

Working in the Meradong District Office gives me a lot of experience as I learn many new things as well as the new environment that I adapt. From this practical training, I gained much experience where I get to face the true nature of working. It is because of the counter service section where it is the place of the staffs and the customer met. At first, it was nervousness that filled my emotion. As time goes by and the helpful staff willingly to teach me, I became more motivated and confident in dealing with the customer. At present, I can handle the counter section as listed in the previous point such as:

- e-kasih
- Probate
- Buck suit
- Adoption, Marriage and Divorce

My experience grow much more as I have the knowledge on how exactly the procedure is going on and what exactly the role of the district office in dealing with the customer. In the future, I can use this useful information in facing the working environment as well as the customer.

## **Chapter 4 Recommendation**

### **4.1 Introduction**

This chapter will discuss on the strengths, weaknesses, and the solution of the service delivered by the organization. In delivering the service, we represent the organization to the customer. We must put up all our effort to satisfy the customer in order to achieve the best result. In the organization, they have their own strengths and weaknesses. Their strengths will help to maintain the organization name but their weakness will pull them down to the earth. Besides discussing the strengths and weaknesses of the organization, this chapter will also discuss on the solution on how to improve their services.

## **4.2 Strengths of Meradong District Office**

Meradong District Office counter service area located at the front centre in the office. The strength of the organization is divided into three categories which are in front of the counter, at the counter, and behind the counter.

First is in front of the counter. The counter was easy to be accessed by the customer when they came in. As stated in previous paragraph, it is located at front centre in the organization office layout. When they open the entrance door, they will see the counter directly. The customer can see clearly where the counter is and it is well organized by the directional signs. The signs are well understood by the customer. It is an easy signs that can be understand by all ages. For example, 'counter A', 'finance department', and other signs that represents the organization area. Next is the waiting area. The organization prepares three row of couch for the customer to seat and wait for their turn to be served. The waiting area was very comfortable and big enough for the customers who came in. Apart from that, there is a magazine rack beside the waiting area. The customer can read the magazine while waiting. Among the magazine are history of the organization, report of the organization activity, newspaper, and exacta. The customer will not feel boring while waiting. Besides that, the organization provides television as well for entertainment.

Next is at the counter. At the counter, quality services should be delivered in a professional way or manner. Enquiry Counters should be easily accessible and be equipped with appropriate forms, guidelines and pamphlets regarding services provided. Officers posted at the counters should be knowledgeable about the activities of the organization and be in a position to properly channel and advise members of the public accordingly. In Meradong District Office, the officers are well trained on the activities being presented at the counter. The information being delivered so well and the customer can understand what they said. The information delivering process is a success to this organization. Apart from that in delivering process, communicating is very important. When it comes to communicating languages is the most important. It is because, the organization is located far away from the city and most people can understand standard language as all organization used in delivering their information. The organization has to learn various languages as the local are. But for this organization it is not a problem because they know how to handle the situation. They are fully prepared as they know what language and method to deal with that kind of situation. In the pre-counter activities, it is essential to ensure that the following pre-counter activities be carried out before start of each day for the smooth delivery of services. Among the thing that must be taken care of are ; the availability at the counter of documents such as application forms, explanatory notes, information sheets, brochures, exacta in adequate quantity, all equipment and date stamps are in good working order, working environment is clean and all lights are switched on, waiting area and queuing area are clean, and the counter open at specific times. The organization follow the above matter and it lead to strengthen the organization status.

Last is behind the counter. Behind the counter section stress on the management concept of the organization. Management should ensure the development of human resources so as to enable front-line officers to deliver an excellent counter service. The organization practice 4 principles in order to achieve a quality counter service. First is establishing a customer driven strategy. This principle takes into account the specific needs of the customers in designing an efficient and effective service. For example, one stop counters. One stop counters centralized all counter service provided by the departments at one place. This enables the members of the public and business to obtain various services provided by the departments. Second is setting of performance standards. Performance standards should be set by management and monitored to ensure that services delivered are according to expected standards. In the organization, they follow the ISO standard and the supervisor of the counter section will monitor their quality of work they delivered. Apart from that they provided suggestion box, emails, customer feedback, and surveys to help identified their mistake and weakness. Third is manpower management. In order to achieve quality counter service, it is important that counter staff be properly selected, trained and retrained. They should have a pleasant personality and be emotionally stable when dealing with all types of customers. In the organization, the staffs are well train on how to deal with customer with random personality. Last are system and work procedures. Improvement in systems and work procedures contribute towards the upgrading of the quality of counter service. For example, guidelines on procedures, work directives and check list of duties to be readily available.

### **4.3 Weaknesses of Meradong District Office**

Every strengths has their own weaknesses as it is the nature of every living thing in the world. Beside the strengths that the organization possessed, there are weaknesses behind it. In Meradong District Office, I have identified several weaknesses. The weaknesses identified in the three level of the counter service concept as discuss in the previous chapter. For the first weaknesses, it happens in front of the counter. The space for the customer to deal with the officers is not suitable. It is because the area between the customer and the staff to communicate with the customer is block by the glass which communication is no efficient. The officers and the customer can not clearly understand the message being delivered.

Next is the queuing system. The customer that came in the organization hardly to receive the service as the queuing system is not accurate. Their principle is, who come first towards the counter will be entertained. This will make the customer to feel uneasy and will make the other customer mad towards the organization. Apart from that, racist is one of the problems. I have identified that races play their role in the organization. If the customer approaches their own races, they will get the service done quickly. This is unfair for other customers who came to the organization. In the end it will lead to complaint against the organization and thus will affect the performance of the organization as well.

Last is calling system. It is related to the queuing system where after the customer queue up they will be called to enter the service. In the organization, the officers call the customer only by their name or sir nor madam. This sometime looks rude if we call them by those words. Perhaps if we use more polite way it will not turn the organization down.



#### **4.4 Recommendation to improve the counter service of Meradong District Office**

Every problem there must be a solution. There are solutions for the weaknesses identified above. This solution will help the organization to improve better in near future. For the first point which is the communication space which block by the glass prevent them to deliver the message clearly. There is some space but it is not enough to let the communication flow smoothly. The organization can design new glass that is between the customer and the officers such as make suitable size hole at the glass so that the communication runs clearly. Apart from that, the organization can replace it with suitable fence or grill if they want to replace the glass.

Second is the queuing system. Queues should be restructured or reorganize to avoid discomfort and dissatisfaction of customers. The queuing system adopted should take into account the arrival rate customers, waiting facilities, area available and crowd management techniques. Depending on the type of services offered, the most appropriate queuing system can be adopted from the following such as one queue for one counter, one queue for multiple counters offering a similar service, multiple queues for multiple counters imparting similar services, and multiple queues for multiple counters providing various services. This queuing system can help the organization queuing system much better.

Last is the calling system. To reduce long queues at the counter and ensure a fair treatment to all customers, one can have option to a calling system whereby customers remain seated after they have been allocated a number. These numbers can be issued through electronic machines or from a counter at the entrance. If the calling system is adopted, it is important that seats be installed as appropriate in waiting areas to enable customers to see clearly the numbers displayed at the counter or to hear the number being called by the staff.

## **Chapter 5 Conclusion**

### **5.1 Summary**

Meradong District Office is an organization that serves the people of Bintangor area of Sarikei division. The organization is located at Jalan Mahkamah, 96500 Bintangor. The organization was known as Binatang District Office one time ago. The administration of the organization covered 719 km square after being reduced from 1083 km square due to the new ordinance which already being gazetted in the Sarawak Gazette Part II, Vol.LVII dated 24<sup>th</sup> January 2002. They had to give away 6 areas which are Semah, Bekakong, Telok Gelam, Penasu Serdeng and Batang Pangaie to Daro District. The areas contain 14 long houses and 4 villages and now reducing the population to 24, 368 people at present. The organization has effective and efficient vision, mission, and objective. It is supported by the Quality Policy. Thus, it significant the existence of a government body where they work for the people. The organization shows their true identity as the implement what must be done to the citizen. They fulfil the people application such as to make new roads for the people ease. Apart from that, the organization proves that they practice what being implement by the government in the news nowadays. For example, the BR1M. It is the policy implemented by the government for the people. It is to increase the economics of the country where the people have purchasing power. Through the purchasing power, the people can buy things that increased their standard of living. As a result, it increased the country economic as well.

The organization also cooperates with other government body such as the Custom, Immigration, Police, and Land and Survey. They joined activity done by other government body to show their willingness as an organization that supports the government. It shows that the organization give full support towards every activity they joined. The organization practices counter service. Counter service is the section where the customers receive their service at the counter. Then, the staffs will serves them based on what the customer need. Among the service provided at the counter is 'e-kasih', probate, buck suit, and adoption, marriage, and divorce application. The organization has its own strength where they develop good relationship with the customer, internally and externally, with the supplier and other government body. Beside the strength, the organization also has their own weakness as discussed in chapter 4. The organization must identify their weaknesses in order to improve their performance for future practice. Working in this organization gives me a lot of experience as I learn many new things as well as the new environment that I adapt. From this practical training, I gained much experience where I get to face the true nature of working in the future. It is because of the counter service section where it is the place of the staffs and the customer met. The organization is a great place for practical training because it gives and provides many facilities and knowledge that is very useful for the student that taking this courses. The organization is highly recommended.

## 5.2 Conclusion

As for conclusion, in order to increase the level of customers satisfaction towards counter service at local authority, the management itself as well as the state government of Sarawak should provide more support in term of facilities, staff training, adequate budget support, application of technology and continuous motivation at all levels. The state government has put up their effort and its all depend to the organization to implement it. The government policy which is 1Malaysia concept brings a lot of benefit to the citizen. The Prime Minister had develops 1Malaysia website. 1Malaysia is intended to provide a free and open forum to discuss the things that matter deeply to us as a Nation. It provides a chance to express and explore the many perspectives of our fellow citizens. What makes Malaysia unique is the diversity of our peoples. 1Malaysia's goal is to preserve and enhance this unity in diversity which has always been our strength and remains our best hope for the future. Referring to the organization, they had provided this system to the customers as to ease them. The organization had to educate the customer first so that they can know what exactly their role is. The staff at the counter should be further enhanced with motivational spirit or given more professional training in performing their tasks so that the customer will not confused of what being delivered. The duty of giving the best services to the customers should be always becoming the top priorities. The spill effect of this mission justifiably position staff at the counter to become more confident in dealing with the customers and at the same time it will increase productivity, knowledge and their performance at work environment.

There is a natural thing where there was a gap between rural and urban area in term of the development or modernization. The government have implements many policy such as the BR1M, 1 AZAM, PRIMA, and sort of. This policy then being carried out by the government organization. They will identify the requirement of the people applying it. This is the duty of the organization. As a result it shows that the organization done their job by implements and support the policy established by the state government. Thus, efforts should be made to standardize the policies, procedures, technologies, and communication skills for future performance.

## Appendixes

### List of figures:

Figure 1 : Organization chart

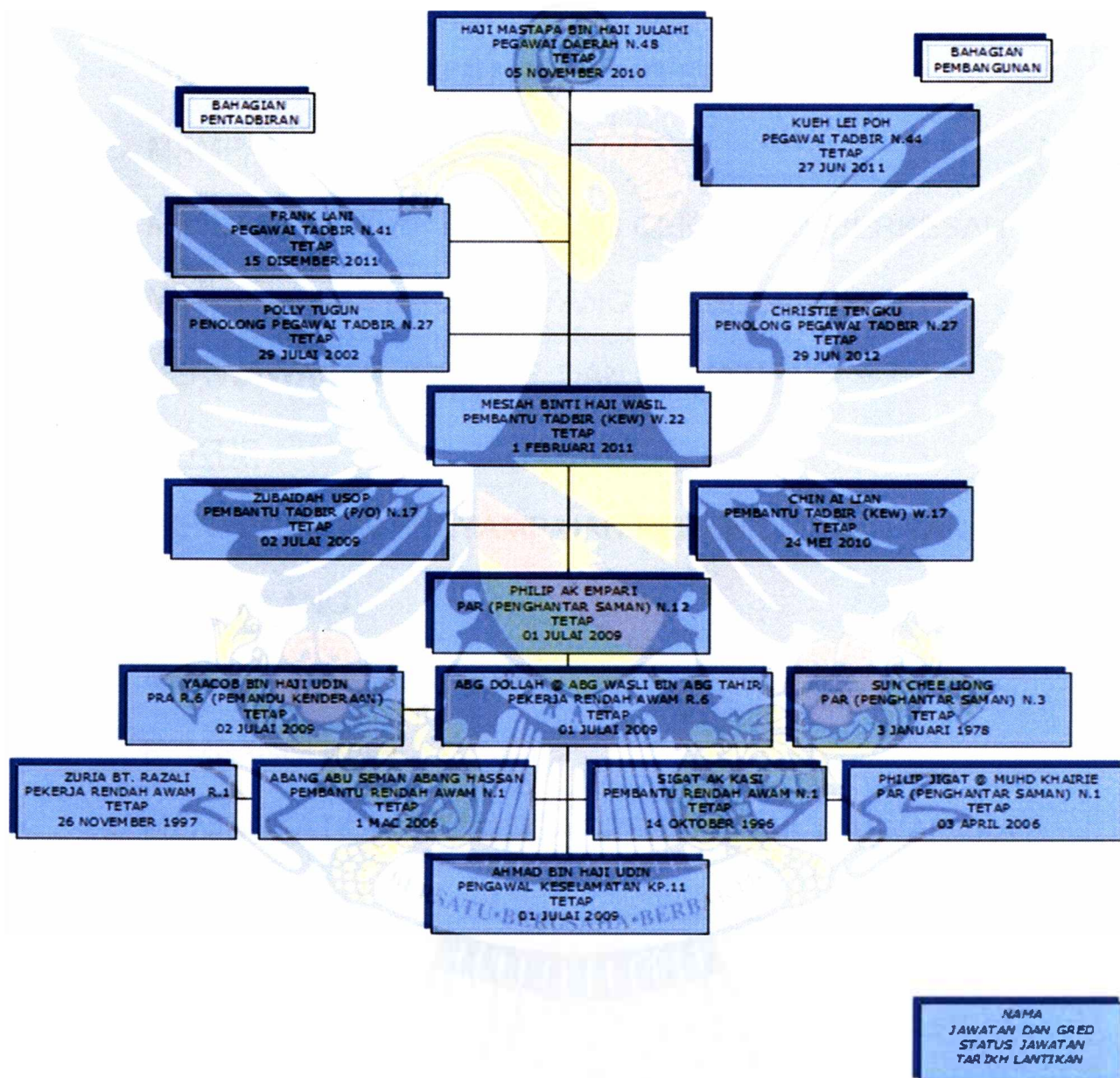


Figure 2 : Organization Vision, Mission, Objective, and Quality Based

- VISI

PENERAJU KEMAJUAN DAN KESEJAHTERAAN RAKYAT

- MISI

- MEMBERI PERKHIDMATAN BERKUALITI
- MENJANA PEMBANGUNAN YANG SEIMBANG DAN MAMPAN
- MENJADI PENGANTARA YANG CEKAP DAN BERKESAN
- MEMBINA MASYARAKAT YANG BERBUDAYA, BERWAWASAN, KREATIF, DAN INOVATIF

- OBJEKTIF

- MENYEDIAKAN PENYAMPAIAN PERKHIDMATAN YANG CEMERLANG
- MERANCANG, MEMANTAU, DAN MENYELIA PROGRAM PEMBANGUNAN
- MENINGKATKAN SEMANGAT PERPADUAN MASYARAKAT SETEMPAT



## DASAR KUALITI

PEJABAT DAERAH MERADONG AKAN SENTIASA MENGUTAMAKAN KEPUASAN HATI PELANGGAN ;

- PELANGGAN DALAMAN DAN LUARAN
- BAGI SEMUA PERKHIDMATAN YANG DITAWARKAN
- PADA SEPANJANG MASA

DASAR INI MEMERLUKAN ;

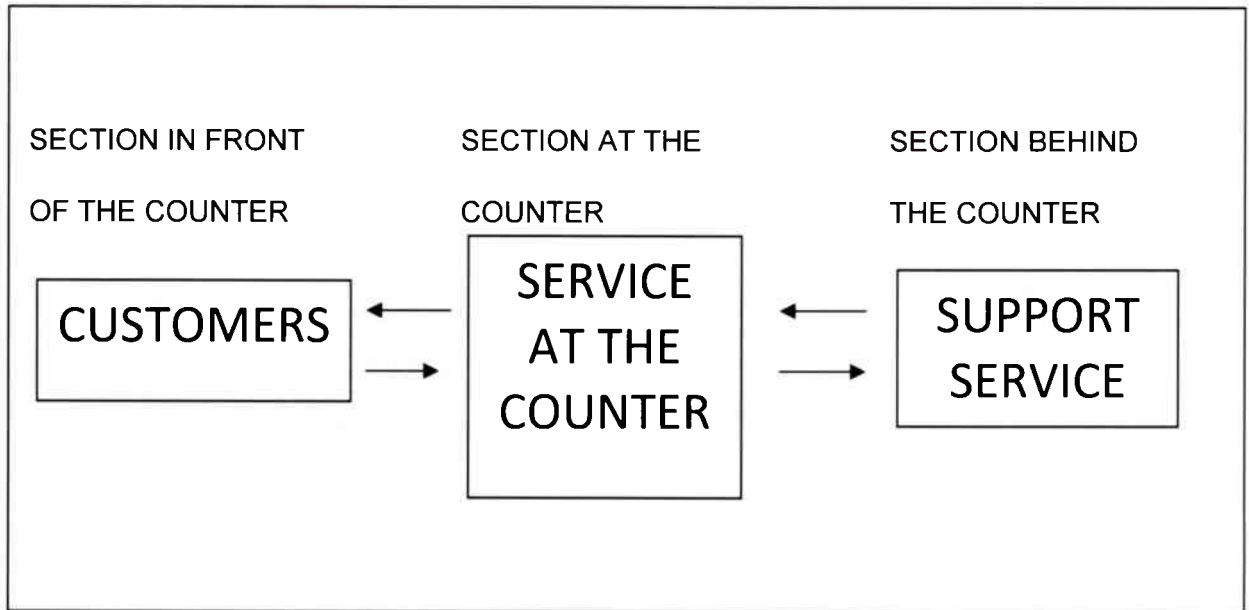
- PENGLIBATAN SEMUA KAKITANGAN
- SOKONGAN MENYELURUH PIHAK PENGURUSAN
- KERJASAMA PELANGGAN DAN PEMBEKAL
- PEMBENTUKAN OBJEKTIF, STANDARD DAN SISTEM-SISTEM YANG SELARAS DENGAN MATLAMAT KECERMELANGAN

PERLAKSANAANNYA DILAKUKAN DENGAN CARA ;

- MEMENUHI SETIAP KEPERLUAN YANG DITENTUKAN
- LANGKAH-LANGKAH PENCEGAHAN
- MELAKUKAN KERJA DENGAN BETUL SEJAK KALI PERTAMA
- MENGUKUR PRESTASI KUALITI

KUALITI YANG MENYELURUH AKAN DIJADIKAN CIRI UTAMA BUDAYA PEJABAT DAERAH MERADONG. IA AKAN DILAKSANAKAN, DIKESAN DAN DIKEMBANGKAN MELALUI PROGRAM-PROGRAM PENINGKATAN KUALITI YANG BERTERUSAN.

Figure 3: Concept of Counter Service



## List of pictures

Picture 1 : Aerobics lucky draw.



Picture 2 ; Examined the 'e-kasih' participant that have been approved by district officer for further checking. My works continue with the adoption form for the whole week.



Picture 3 ; Above are the 'e-kasih' file to be key in.



Picture 4 : Received hampers from District Officers as token for the coming Hari Raya Aidilfitri.



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