



اَللّٰهُمَّ صَلِّ وَسَلِّمْ وَبَارِكْ عَلَىٰ سَائِرِ الْمُرْسَلِيْنَ  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan



# LEMBAGA PELABUHAN JOHOR (LPJ)

---

## INTERNSHIP REPORT

PREPARED BY:  
ANIS RAIHANA BINTI AMIRNESAM  
2021889078  
RBA2436C

ansraihana31@gmail.com  
011-27634900



# TABLE OF CONTENTS

Executive Summary	<b>4</b>
Student's Profile	<b>5</b>
Company's Profile	<b>6</b>
Training Reflection	<b>9</b>
SWOT & PESTLE Theoretical	<b>11</b>
Discussion & Recommendation	<b>16</b>
Conclusion	<b>22</b>
References	<b>23</b>
Appendixes	<b>24</b>

# 1 EXECUTIVE SUMMARY



This internship report explained the work experience and activities I have gathered during my internship period at Lembaga Pelabuhan Johor (LPJ) for 24 weeks. The period of my internship started from September 1, 2023 until February 9, 2024. During that period, some experienced and memories will be share in this report.

The first section will be the basic introduction of report including the executive summary. Next is about the student's profile which I will share my resume in this section. Continue with company's profile which I will explain more about company's background, vision, mission and objectives. Also, organizational chart of Lembaga Pelabuhan Johor will be included in this section.

In the fourth section, I will share my experience in training reflection section. Here I may share the experience and memories that I gained during my internship in Lembaga Pelabuhan Johor. Next section is about SWOT & PESTLE analysis. Some explanation about SWOT & PESTLE analysis will be discussed here.



# 3 COMPANY'S PROFILE

Lembaga Pelabuhan Johor (LPJ) or Johor Port Authority (JPA) was established on the January 1, 1975 under the Port Authorities Act 1963. Lembaga Pelabuhan Johor is the first port in Malaysia that features a free trade zone and has experienced outstanding progress.

In 1995, port operations were privatized under the Privatization Act 1990 and JPA began to function as a regulatory body for the operations carried out in the port. The Government has taken steps to open up another port in Tanjung Pelepas, on the west region of the state due to the need of meeting high demand, coupled with the limited coastal area in Pasir Gudang.

Located in Jalan Mawar Merah, Pasir Gudang, Johor, the new building of Lembaga Pelabuhan Johor (LPJ) started the operation on January 19, 2015.

Motto for Lembaga Pelabuhan Johor (LPJ) is **“Professionalism Enhances Service”**. While for the code of ethics, it is **“HIKMAH”** which each of the letters brings its own code of ethics.

- H** - Respect among fellow workers
- I** - Integrity as pillar of our identity
- K** - Committed in performing our duties
- M** - Consultation as our settlement policy
- A** - Accountability in performing our responsibilities
- H** - Harmony in every aspect



**Figure 2: Lembaga Pelabuhan Johor's new building**



# VISION

- Our vision is to be the leading port authority driving Johor as the preferred port.



Figure 3: Lembaga Pelabuhan Johor's building

# MISSION

- To regulate and facilitate maritime industry to enhance the competitiveness of ports in Johor.

# OBJECTIVES

- To strengthen the development of port infrastructure capacity in line with the needs of customers and stakeholders.
- To enhance the efficiency and effectiveness of port security, health and environment control.
- To strengthen human capital competencies in port and marine knowledge and skills.
- To create a port environment and community that promotes business.

# ORGANIZATIONAL CHART

The chart below is the organizational chart of management in Lembaga Pelabuhan Johor.



**Figure 4:**  
Organizational chart of management in  
Lembaga Pelabuhan Johor

# 4 TRAINING REFLECTION

During my internship in Lembaga Pelabuhan Johor (LPJ), I gained a lot of knowledge and experience that I can take as my unforgettable memories there. The internship is start from September 1, 2023 until February 9, 2024. From this internship period, I get to know the real work-life situation especially in Human Resources field. Spending 24 weeks in Lembaga Pelabuhan Johor (LPJ) create a lot of memories and knowledge which I can applied after this.

In my first day of internship, I have been briefed by En Razalley about what we should and what we cannot do. Plus, I have to fill and sign some documents such as fill in my biodata, sign an Act in Lembaga Pelabuhan Johor (LPJ) and report my internship. I met many my internship friends which are Nina, Shikin, Ira, Farah, Yana, Ummu and Alin. They are so nice and helpful friends. Nina is my friend in the same department which is Human Resources department. Most of my times during internship in Lembaga Pelabuhan Johor (LPJ) is with Nina. Even though we just met but our relationship is very close and I really grateful for that.

My working days during my internship period is from Sunday to Thursday and the operating time is 8.00 a.m. until 4.45 p.m. Friday and Saturday are my rest day. The allowance that I received is based on RM40 per day.

During my internship period, I have gained many experience from the company. I had experienced with be part of the re-organization. Currently, Lembaga Pelabuhan Johor is doing re-organization for their future plan. The re-organization involves all the departments and staff in Lembaga Pelabuhan Johor. I was asked to help them with create job analysis for their discussion between departments. Also, I had to edit and create organizational chart and functional chart in Excel. It is based on the existing chart from the departments. When I helped them with re-organization, I gained many knowledge on how to restructure and reorganize the management. As Lembaga Pelabuhan Johor has more than 150 staffs, Human Resources department need to be thorough for each position according to the job analysis.



Plus, I have joined many events during my internship such “Karnival LPJ 2023”, “Program Library 2023” and “Majlis Anugerah Perkhidmatan & Apresiasi 2023”. Help the staffs of Lembaga Pelabuhan Johor to pack all the goodies and presents for competitions. During “Karnival LPJ 2023”, I was assigned to handle a booth for lucky draw for three days. Nina and I has to make sure all the visitors get full stamps in the card before put it in the lucky draw box. While during “Program Library 2023”, I was assigned to handle a checkpoint which is ping pong checkpoint. The checkpoint is at level 8 and the contestants need to put all the ping pong ball in the cup. During “Majlis Anugerah Perkhidmatan & Apresiasi 2023”, I need to control the slides during the event.

By joining all the events during my internship, I have gained many good and memorable experiences which I may keep it as memories. Those memorable memories I may not get from other places. Meeting new people and get knowledge make me want to improve my knowledge and skills in the future.



**Figure 5:**  
**My internship friends**

# 5

# SWOT & PESTLE THEORETICAL

## SWOT

Strategic planning is part of the strategic management for every organization and SWOT analysis is one of the phase in strategic planning after vision, mission and objectives of the organization (Emet & Merba, 2017). SWOT analysis is a framework to analyze and identify internal strengths and weaknesses. It also to find external opportunities and threats which can help to develop strategic goals for the organization. SWOT analysis requires many ideas from diverse people and voices in order to know the best realistic data points to improve the organization. The acronym SWOT stands for 'Strengths', 'Weaknesses', 'Opportunities' and 'Threats'. Strengths and weaknesses is an internal factors and attributes to organization, while for opportunities and threats, it is an external factors and attributes to environment.

Strengths and opportunities can give benefits to the organization as it can help to achieve the objectives and goals. The positive characteristics are favorable to organization. While, weaknesses and threats are harmful to organization as it gives difficulties to achieve organizational objectives. The negative characteristics are unfavorable to organization. Therefore, organization especially manager should find the best analysis on how to know the internal strengths and weaknesses and external opportunities and threats (Emet & Merba, 2017)

PESTLE analysis is a key external factor that may influence the organization. It can help the management of organization in strategic decision-making. It may help to maximize opportunities and minimize threats in the organization (Factsheet, 2023). PESTLE is an acronym which stands for 'Political', 'Economic', 'Social', 'Technological', 'Legal' and 'Environment'. Each of factors can help to find out the best strategies for organization. PESTLE analysis will be different for each industry and it must be approached differently as well.

## PESTLE



# SWOT COMPONENTS

## STRENGTHS



Strengths are characteristics of the organizations that can give benefits to others in the industry. It gives values and special characteristics which different from other organizations. The skills, expertise, resource and other advantages that can give benefits to others. The differences will make the organization can serve and offer the best compare from any organizations. It plays an important role in organization as it can determine the goals of the company. The organization must know what are the strengths that it has.

Weaknesses in SWOT analysis is one of internal factors that the organization can control over (Sarsby, 2016). It is a limitation or defects from the organization that will keep it from achieving the organization's goals and objectives. It is a negative and unfavorable characteristic (Emet & Merba, 2017). Organization has limitation to achieve their objectives because of the internal factor from the organization itself. Organization or company should improve their weaknesses in order to earn their goals.

## WEAKNESSES



# OPPORTUNITIES

Opportunities is a thing that the organization can use to take advantage or benefit from it. Organization can find advantages to achieve their objectives and goals (Lindley, 2023). Then, opportunities are conditions from external environment which organization can take advantages of organizational strengths, overcome organization weaknesses and neutralize the environmental threats. Opportunities can be benefit or harm the organization in the future as it refers to political, environmental, social, technological, legal and economic trends (Emet & Merba, 2017).



# THREATS

Opportunities is a thing that the organization can use to take advantage or benefit from it. Organization can find advantages to achieve their objectives and goals (Lindley, 2023). Then, opportunities are conditions from external environment which organization can take advantages of organizational strengths, overcome organization weaknesses and neutralize the environmental threats. Opportunities can be benefit or harm the organization in the future as it refers to political, environmental, social, technological, legal and economic trends. (Emet & Merba, 2017)

# SWOT ANALYSIS

## Strength

**S**

- Relationship with big organizations
- Committed employees

## Weaknesses

**W**

- Lack of emotional intelligence
- Unskilled employees

## Opportunities

**O**

- First free trade zone port in Malaysia

## Threats

**T**

- Industrial market
- Uncertain economic environment

# PESTLE ANALYSIS

## POLITICAL

- Political movement

**P**



## ECONOMIC

- Economic growth

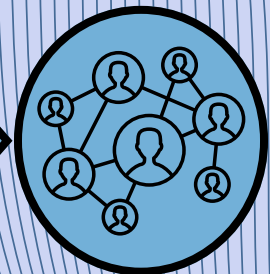
**E**



## SOCIAL

- Career attitudes

**S**



## TECHNOLOGICAL

- Technological awareness

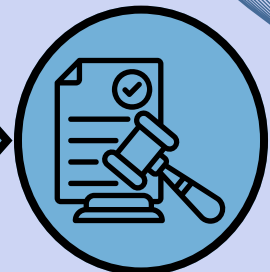
**T**



## LEGAL

- Employment law

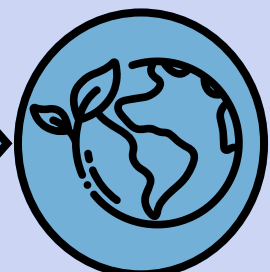
**L**



## ENVIRONMENTAL

- Weather change

**E**





## STRENGTH 1

### • RELATIONSHIP WITH BIG ORGANIZATIONS

Lembaga Pelabuhan Johor (LPJ) has many relations with other organizations which can give benefits to them. It is a positive action when it comes to growing the company. The strength that company has may improve their business and can market their brand. This relationship helps to maintain a good image and reputation for Lembaga Pelabuhan Johor (LPJ). It can be used to improve, build and protect the brand reputation. Plus, public relations can portray company values and strategies to stakeholders (Edwards, 2022).

Lembaga Pelabuhan Johor has a good relation with other ports in Malaysia such as in Johor itself which are Pelabuhan Pasir Gudang, Pelabuhan Tanjung Pelepas and Pelabuhan Tanjung Langsat. The organization also has a good relationship with other ports outside of Johor such as Pelabuhan Klang, Pelabuhan Penang, Pelabuhan Kuantan & Kemaman and Pelabuhan Bintulu. These big organizations can help the business to grow faster and scale to greater heights. It takes a lot of networking to build these relationships (Yusef, 2019).

Attending any networking events or can make good relationship with other businesses. As Lembaga Pelabuhan Johor always organize or attend any events that can meet new people or make new relationship with other organizations. This way can improve the company's value as they will see the ability and specialties of the organizations.

Plus, keeping the bond between existing relationships may give benefits to the organization itself. Lembaga Pelabuhan Johor has a good bond with other ports in Malaysia. The relationship is for their business and also as they are part of the statutory bodies in Malaysia. They work together for international seaborne trade (Arun, 2015).

# STRENGTH 2

## • COMMITTED EMPLOYEES

Lembaga Pelabuhan Johor (LPJ) has many employees from different background of studies. Some of the employees has tertiary education and some of them has secondary education. Nevertheless, the are very committed with their works. The passion and dedication towards their works can make the organization achieve objectives and goals. Employees need to be educated but, skillful employees or staffs also helps a lot for the organization.

Employees in Lembaga Pelabuhan Johor always shows their commitment to completing their jobs and tasks on time. Plus, Lembaga Pelabuhan Johor usually have events every months and most of the employees should take parts and join the events. These events can show the commitment of employees to complete their works. They can divide their works preferably. Plus, all employees can take this opportunity to make bond with other employees in the organization. They can achieve their strategies if all employees work together.

Besides that, all employees in Lembaga Pelabuhan Johor have connection with organization's objectives whereby they know on how to achieve those goals. They know what they have to do in order to gain those objectives in the future. All staffs in Lembaga Pelabuhan Johor are committed with their works and focus with all the works that have been given to them.



# WEAKNESS 1

## • LACK OF EMOTIONAL INTELLIGENCE

Emotional intelligence should have among employees in the organization. It is to make sure all the activities and jobs can be done harmoniously. Plus, it is important to communicate with the colleagues. Managers especially should have emotional intelligence as they always communicate with the other staffs.

Some of employees in Lembaga Pelabuhan Johor has problem with emotional intelligence as they have difficulties to communicate with other staffs. They rarely to speak out their dissatisfaction about each other. They more likely to keep it private and they will let the problems be unsettling. Even though these problems not happened to everyone in the organization, but it may have affected to the others. If this problem is not resolved, it may disturb the activities in the organization.

The high level of management should do some actions to prevent this from happening again. Employees should be professional during work because the attitude play an important role to become a good worker.





# WEAKNESS 2

- UNSKILLED EMPLOYEES

As to build a firm and strong organization, internal of the organization must be fill with good employees or staff. Employees in organization plays an important role to make changes in order to achieve their objectives and goals. The ability and knowledge of the staff can develop new ideas and outlook for organization.

Lembaga Pelabuhan Johor encounter some problems which may prevent the organization to achieve their objectives and goals. Some of employees are lack with new skills such as new technology and system in Lembaga Pelabuhan Johor. Many staffs in Lembaga Pelabuhan Johor need to upskill for a better future of the organization. The systems in Lembaga Pelabuhan Johor are updated and relevant with the current technology but, some of the employees in the organization are lack with the skills to use the system.

Unskilled employees should not be happened in big organization such as Lembaga Pelabuhan Johor. This is because unskilled employees may affect the process or activities of the organization. Therefore, Lembaga Pelabuhan Johor should find any initiatives or ways to help the unskilled employees. The organization may upskill the employees by send them to join any workshop or class to improve their skills.

# OPPORTUNITY 1

## • FIRST FREE TRADE ZONE PORT IN MALAYSIA

Lembaga Pelabuhan Johor has an opportunity to become a main port in Malaysia. The organization is the first port in Malaysia which is a free trade zone status. Lembaga Pelabuhan Johor can take this opportunity to expand their business internationally. This external environment is benefit for Lembaga Pelabuhan Johor to achieve and grab their one of their objective which is to create a port environment and community that promotes business.

Organization can use the opportunity to promote the business to customers. Lembaga Pelabuhan Johor also responsible to manage Tanjung Belungkor Terminal Ferry (TFTB) in Kota Tinggi and Changi Ferry Terminal (TFC) in Singapore. The terminals are for tourism activities Johor and provides services for passengers to Batam and Tanjung Pinang in Indonesia (Authority, Johor Port Authority Official Website, 2019).

Being a free trade zone or also known as free port in Malaysia can boost the business to other countries and customers. As a designated area in Malaysia where all goods can be received, handled and manufactured without any taxes and customs duties from the customs authority (Consultant, 2023). Lembaga Pelabuhan Johor can achieve the objective by this opportunity.





# THREAT 1

## • INDUSTRIAL MARKET

Lembaga Pelabuhan Johor is an industrial market which the business is not for everyone. The limitation to gain customers may be one of the threats for the organization. The products and services that offered by Lembaga Pelabuhan Johor cannot be use by everyone. Most of the products and services are industrial products and usually, big companies are their customers.

Industrial market is a business to business activity whereby most of the activities are between business and business. Lembaga Pelabuhan Johor offered ports in Johor as their services for export and import activities in Malaysia. Plus, manufacturing activities also part of the activities in Lembaga Pelabuhan Johor.

# THREAT 2

## • UNCERTAIN ECONOMIC CONDITION

Economic environment is a condition that we cannot expect what will happen in the future. Uncertainty in economic environment is difficult to predict and has a high degree of risk or unknowns involved (Tutor2u, 2023). Any uncertainty events may have happened that may affect the organization such as political instability, changes in macroeconomics policies and more. Organization cannot predict the events and business should stop from making any investments.

Lembaga Pelabuhan Johor is an organization which focused more on port business. The location of port can be uncertainty as the geographical area is near to the sea. Natural disaster may occur during the monsoon season. It will affect the business activities in port area. Many problems may occur and organization may face some loss when it happened.



# 7 CONCLUSION

In conclusion, I gained a lot of experiences, knowledge and useful exposure during my internship period in Lembaga Pelabuhan Johor. All the experiences and knowledge really means a lot to me as I can improve myself more after completing my internship. I am so grateful to be part of Lembaga Pelabuhan Johor as an intern for this wonderful 24 weeks. I could experience the real job situation. This internship program taught me that I need to upskill my knowledge and skills especially my soft skills. Plus, internship experience gets me know many people and learn a lot from them. The short time period makes me want to learn and gain more knowledge.

Next, organization need to have SWOT analysis to plan and decision making to find strategies in order to achieve their objectives and goals. Lembaga Pelabuhan Johor has some strengths and opportunities to gain their goals. With SWOT analysis, it can show the current situation in the organization and makes it possible to create a future plan for organization. The plan must be realistic and achievable.

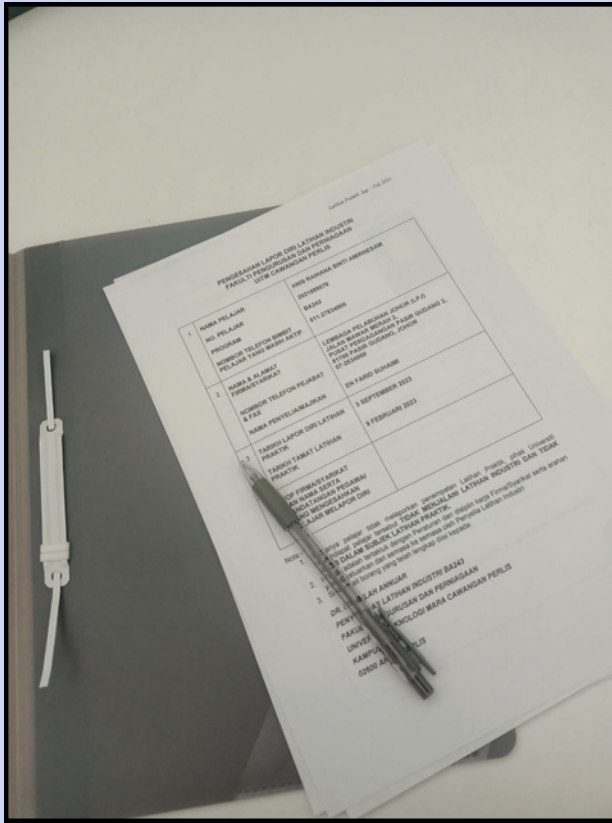
# 8 REFERENCES

- Arun, S. M. (2015). Malaysian Ports. Retrieved from Sativale Mathew Arun Advocates & Solicitors: [https://www.sativale.com.my/Practice\\_Areas/Malaysian\\_Ports.php#:~:text=Malaysian%20Ports&text=Six%20major%20ports%20cater%20for,states%20of%20Sabah%20and%20Sarawak](https://www.sativale.com.my/Practice_Areas/Malaysian_Ports.php#:~:text=Malaysian%20Ports&text=Six%20major%20ports%20cater%20for,states%20of%20Sabah%20and%20Sarawak).
- Authority, J. P. (2019). About Us. Retrieved from Johor Port Authority: <https://www.lpj.gov.my/index.php/en/categories/24-en-article/general/121-about-us>
- Consultant, R. (2023). Relin Consultants. Retrieved from Malaysia Free Trade Zone: [https://relinconsultants.com/register-company-in-malaysia/free-trade-zones/#:~:text=A%20free%20trade%20zone%20\(also,duties%20from%20the%20customs%20authority](https://relinconsultants.com/register-company-in-malaysia/free-trade-zones/#:~:text=A%20free%20trade%20zone%20(also,duties%20from%20the%20customs%20authority).
- Edwards, K. (2022, March 14). Determ. Retrieved from The Role of Public Relations in Marketing: How Does PR Fit In?: <https://www.determ.com/blog/the-role-of-public-relations-in-marketing-how-does-pr-fit-in/>
- Emet , G., & Merba, T. (2017, August ). SWOT ANALYSIS: A THEORETICAL REVIEW. The Journal of International Social Research, 10(51), 1-13. doi:<http://dx.doi.org/10.17719/jisr.2017.1832>
- Factsheet. (2023, March 8). CIPD. Retrieved from PESTLE Analysis: <https://www.cipd.org/en/knowledge/factsheets/pestle-analysis-factsheet/>
- Juneja, P. (n.d.). Levels of Management - Top, Middle and Lower. Retrieved from Management Study Guide (MSG): [https://www.managementstudyguide.com/management\\_levels.htm](https://www.managementstudyguide.com/management_levels.htm)
- Lindley, A. (2023, Jun 23). Semrush Blog. Retrieved from SWOT Analysis: What It Is & How to Do It [Examples + Template]: <https://www.semrush.com/blog/swot-analysis-examples/>
- Sarsby, A. (2016). SWOT Analysis. England: Leadership Library.
- Tutor2u. (2023, January 7). tutor2u. Retrieved from What is Economic Uncertainty and Why Does it Matter?: <https://www.tutor2u.net/economics/reference/what-is-economic-uncertainty-and-why-does-it-matter#:~:text=Economic%20uncertainty%20refers%20to%20a,natural%20disasters%2C%20and%20market%20fluctuations>.
- Yusef, A. (2019, October 4). The Advantages of Building a Good Relationship With Other Businesses. Retrieved from The Big Words Blog Site: <https://bigwordsarepowerful.com/2019/10/the-advantages-of-building-a-good-relationship-with-other-businesses/>

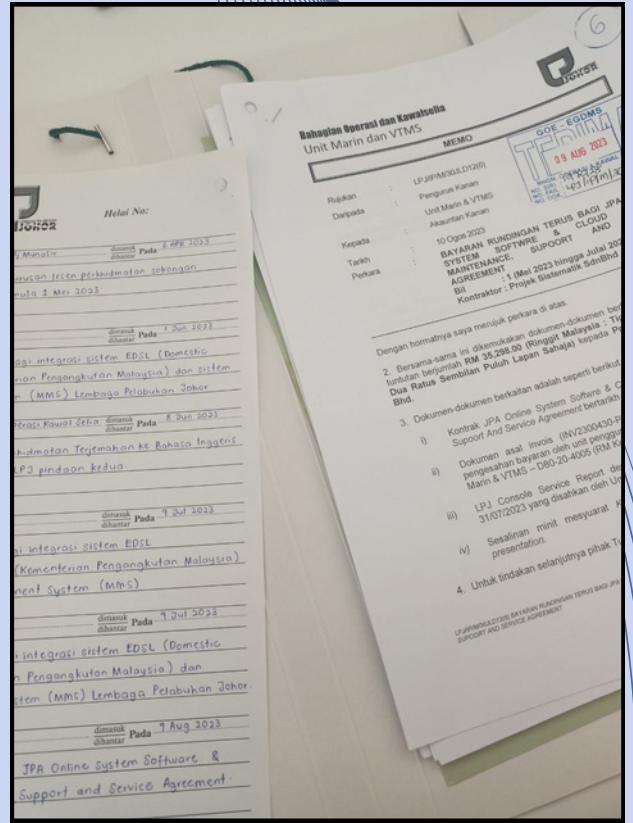


# 9

# APPENDIXES



Appendix 1 : Report for internship at Lembaga Pelabuhan Johor



Appendix 2: Minute meeting and filing



Appendix 3 : Join a discussion with Human Resource department for job analysis



Appendix 4 : Complete & print all the organizational & functional charts





Appendix 5 : Aerobic exercise as a routine  
for every Sunday



Appendix 6 : Pack goodies for  
"Karnival LPJ 2023"



Appendix 7: Assigned to handle lucky draw  
booth during "Karnival LPJ 2023" for three  
days





Appendix 8: Help in distributing the jersey for  
“Night Fun Run LPJ 2023”



Appendix 10: Join a “Program Library 2023”  
for all staff children during school holiday





Appendix 11: Have some briefing about slides before  
“Majlis Anugerah Perkhidmatan & Apresiasi 2023”



## Document Information

<b>Analyzed document</b>	RBA2436C_ANIS RAIHANA AMIRNESAM_2021889078_INTERNSHIP REPORT.pdf (D184179681)
<b>Submitted</b>	2024-01-20 11:09:00 UTC+01:00
<b>Submitted by</b>	
<b>Submitter email</b>	2021889078@student.uitm.edu.my
<b>Similarity</b>	10%
<b>Analysis address</b>	syazwani446.UiTM@analysis.ouriginal.com

## Sources included in the report

<b>W</b>	URL: <a href="http://www.lpj.gov.my/">http://www.lpj.gov.my/</a> Fetched: 1/20/2024 11:09:00 AM	 <b>1</b>
<b>W</b>	URL: <a href="https://www.lpj.gov.my/index.php/en/categories/24-en-article/general/121-about-us">https://www.lpj.gov.my/index.php/en/categories/24-en-article/general/121-about-us</a> Fetched: 2/23/2022 2:49:33 AM	 <b>9</b>

## Entire Document

4 ACKNOWLEDGEMENT I express my sincere gratitude to Allah, the Almighty, for giving me the grit and poise to finish my Bachelor in Business Administration (Hons.) Human Resources Management coursework on time and complete this internship report. Since I reported with Lembaga Pelabuhan Johor (LPJ) from September 1, 2023 until February 9, 2024 (24 weeks), I gained lot of experiences and unforgettable memories while completing my internship. Those experiences and memories can build my confidence and maturity before I enter job market. My internship would not have been completed without the support and guidance of others. First, I would like to express my deepest appreciation to Lembaga Pelabuhan Johor (LPJ) for giving me this opportunity to experience the real world job environment. Plus, I would like to take this opportunity to express my gratitude to my supervisor, En Farid Suhaimi bin Mohd Sikon for his time and advices to make sure that I keep on track to completing this internship. Not to forget to other staffs in Lembaga Pelabuhan Johor (LPJ) who are willing to share knowledge and memories. Plus, I really grateful with the guidance, support and acceptance from all the employees in Lembaga Pelabuhan Johor especially to Human Resources department and my Person-In- Charge (PIC) which are En Hakim, En Md Zai and Pn Azlina. They have taught me a lot during my internship in Lembaga Pelabuhan Johor. I also very much appreciate to my advisor, Madam Syazwani Ya for her guidance and inspiration. She always spent some of her time to answer my queries regarding my internship or report. She gave me the necessary guidance about my internship and help me to complete this report on time. Besides that, I really thankful for the motivation and encouragement especially from my family and friends. Both of my parents continuously give me spirit to finish this internship. For my 5 friends, I would like to say thank you for remind and support to complete this internship report and the due date of the submission.

6 1.0 STUDENT'S PROFILE Figure 1: Resume

7 2.0 COMPANY'S PROFILE Name of company

**64%**

**MATCHING BLOCK 1/10**

**W**

Lembaga Pelabuhan Johor (LPJ) Services Transportation Address Jalan Mawar Merah 2, Pusat Perdagangan Pasir Gudang 2 81700 Pasir Gudang, Johor