UNIVERSITI TEKNOLOGI MARA, KOTA SAMARAHAN

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR IN ADMINISTRATIVE SCIENCE (AM228)

PRACTICAL TRAINING (ADS 666)

SARAWAK STATE LIBRARY

KUCHING, SARAWAK

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DECLARATION

I hereby declare that the work contained in this practical report is our own except those which have been duly identified and acknowledged. If I am later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM.

Signed,

Annie Syafika binti Mohamad Jelani

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CHAPTER 1

INTRODUCTION OF THE ORGANIZATION

1.0 INTRODUCTION

Students of Bachelor in Administrative Sciences (Hons) in UiTM Campus Samarahan are required to attend a practical training with organization chosen by the respective student. Therefore, to complete this subject, I have chosen Sarawak State Library, Kuching Sarawak as the organization to do my practical training from 28th January 2013 until 1st March 2013. Logbook was provided. The log book is used to record task that we had done during my practical training. This log book must be signed by our supervisor and co-staff.

1.1 THE BACKGROUND OF THE ORGANIZATION

Pustaka Negeri Sarawak is considered as a major information resource centre and as the heart of information services especially for the public and private sectors. It links with libraries, collection and information centres elsewhere in Sarawak and throughout Malaysia. In addition, it also provides a gateway into and from publicly accessible international information centres.

It is complex serve as a community centre of knowledge and cultural enlightenment, where Malaysians in Sarawak can not only access a vast store of information, in the form of both printed and electronic media, but also gather for educational and cultural exchanges, programmes and participate in many other regularly conducted activities.

Figure 1: Sarawak State Library

1.2   OBJECTIVES OF THE ORGANIZATION

The objective of the organization is:

- To promote acculturation of knowledge in the State.

1.3   VISION AND MISSION OF THE ORGANIZATION
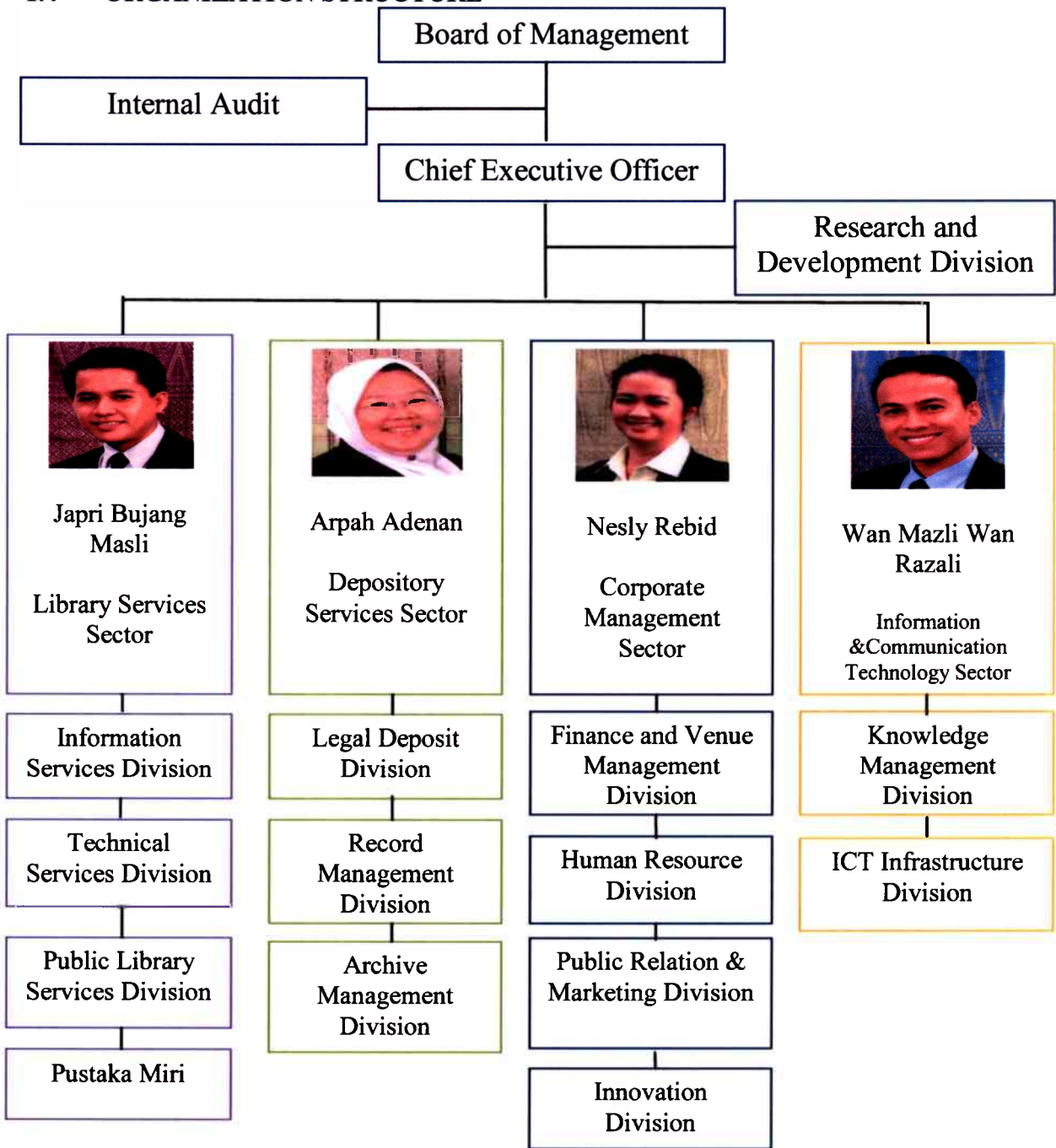
1.3.1   VISION

To be the reservoir and fountain of information and knowledge to the State.

1.3.2   MISSION

To provide access to information resources and to preserve Sarawak's intellectual heritage for the people of Sarawak.

1.4 ORGANIZATION STRUCTURE

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                          Board of Management
  ┌──────────────────┐              │
  │  Internal Audit  │──────────────┤
  └──────────────────┘              │
                          Chief Executive Officer
                                    │          ┌─────────────────────┐
                                    │          │    Research and     │
                                    │          │ Development Division │
                                    │          └─────────────────────┘
```

Japri Bujang Masli	Arpah Adenan	Nesly Rebid	Wan Mazli Wan Razali
Library Services Sector	Depository Services Sector	Corporate Management Sector	Information &Communication Technology Sector
Information Services Division	Legal Deposit Division	Finance and Venue Management Division	Knowledge Management Division
Technical Services Division	Record Management Division	Human Resource Division	ICT Infrastructure Division
Public Library Services Division	Archive Management Division	Public Relation & Marketing Division	
Pustaka Miri		Innovation Division	

1.5 CORE BUSINESS OF THE ORGANIZATION

1.5.1 Library Services Sector

i) <u>Information Services</u>

Objective:

- To disseminate and transmit knowledge information and data on the State.
- To hold and participate in exhibition or display of library resources and the information or data collected, maintained or held by the State Library.
- To facilitate the dissemination of knowledge and information, the appreciation of arts, culture, traditions, history and achievements of the State and its people.

ii) <u>Technical Services</u>

About Technical Services Division:

Technical Service Division's role is to make available all categories of library collections. It involves the processing and maintenance of a library's physical collection, e-resources, and online databases. Technical Service also handles maintenance of an online catalog, creation and maintenance of bibliographic records in ANGKASA (the library system). Technical Service also covers the tasks involved in the Gift & Exchange of library materials, preserve and make available all materials in certain defined categories of Sarawakiana related materials.

Objective
- To acquire and facilitate access to all forms of information in all subject areas to meet the needs of present and future clients of Pustaka Negeri Sarawak, paying special attention to local and global electronic information sources and all kinds of documentary records relating to Sarawak.

iii)   <u>Public Library Services</u>

About Public Library Services Division:

The public library services of Pustaka Negeri Sarawak have been streamlined and placed under the purview of the Public Library Service Division so as to have a more concerted and synchronized efforts in the promotion of reading and reader development in the whole state of Sarawak. The streamlining of these services is long sought for due to the idiosyncratic nature of the implementation of reading promotion and reader development activities in the state.

Objectives

- To enhance statewide reading campaign activities.
- To provide guidance and advisory services to public libraries especially in information services provision and reading campaign
- To provide mobile multimedia library services (e-Pustaka).
- To intensify effort to influence public opinion into accepting reading as positive behavior that needs to become daily routine.

1.5.2   Depository Services Sector

i)   <u>Legal Deposit Division</u>

Roles of Legal Deposits

- To provide for the preservation and use of library resources or materials published in Sarawak
- To create standard bibliographic records of library resources or materials published in Sarawak
- To maintain statistical records of library resources or materials published in Sarawak
- To create awareness on Legal Deposit requirement

ii)   Record Management Division

Functions

- Provide advice and guidance on all aspects of records management to government departments and other public bodies on the management of records
- Review and approved records including drawing up schedules for transfer to Archive and disposing of inactive records
- Preserve and approve active and semi-active records
- Regulate awareness programmes on management of records

iii)   Archive Management Division

Archives are those records that have been appraised and selected from the general body of records as being worthy of permanent retention. Those records are judged to have long-term value for reference or research.

The archives is also one of the central cultural institutions of its society; serving as a center of research, an underpinning of the right of citizens, a place for public research and a guardian of culture.

Based on SARAWAK STATE LIBRARY ORDINANCE, 1999, PART IV: STATE DEPOSITORY, Section 14. (1) (d) to maintain, preserve and keep public records which are more than twenty-five years old, and other documents, papers, instruments, and statutes, statutory orders, regulations or decrees, directed by State Secretary to be maintained, pre-served and kept in the State Depository on account of their historical value or public importance.

Functions

- To exercise control over the retention and disposal of public records
- To provide facilities for the storage of public records
- To regulate proper control over the administration of public records
- To exercise control over the disposal of public records

CHAPTER 2

SCHEDULE OF PRACTICAL

2.0   INTRODUCTION

The second chapter will summarize all the daily task assigned and have been done at Sarawak State Library in which recorded in the log book. It will explain the description of the job and tasks execute throughout training.

2.1   LOG BOOK SUMMARIZATION

2.1.1   First Week: 28th January 2013 – 1st February 2013

On the first day I stepped into the organization, I need to make a report to Pn. Suria Sonia Ahip Abdullah, an Administration Officer of Sarawak State Library and welcoming me as their practical student. She introduced me a little bit about the background of Sarawak State Library. Besides me, there is one student from my course too which is Bachelor of Administrative Science reported with me on that day. Pn. Suria assigned me at Venue Management and introduces my supervisor, Pn. Norasfia binti Zainal. At 8.30a.m, I was attended "Staff Assembly" at Auditorium. The speech is by En. Japri Bujang Masli, ACEO of Sarawak State Library. At the end of the assembly, all the practical students need to introduce our self. The assembly is continued with celebrating staff's birthday party in January. The assembly is end at 11.30a.m and done once a month. After that, I am asking to make a thumbprint at ICT Rooms and done by En. Tony. At 2.00p.m, the supervisor introduces me to all Venue Management's staff (6 employees). There is En. Mohammad Nazzim bin Zainudin (Facilities), En. Mohd Ismauli (Electrical), En. Idris bin Morni (Assets), En Arman bin Chee (Air-Conditioner) and lastly En. Wan Idrus (Driver). The chief of this unit is lead by Pn. Norasfia binti Zainal. They explained a little bit the background of Venue Management which is related to assets, transportations, facilities, housekeeping and safety. At 3.30p.m, En. Nazzim was explained the function of Venue Book (vbook) such as how to book

rooms for customers' use. For the first day report, I have been assigned to fill in a complaint form especially for hygienic and safety (damages).

The second day in my log book, I have been assigned a task to check and amend the schedule for the security personnel in February 2013. There are 11 security personnel in Sarawak State Library. After that, En. Ismauli trust me to make a dealed with customers who wanted to book a room for their wedding ceremony, talks and others for the first time without been taught first. Customer's requirement and satisfaction is our priority. I also shared various types of rooms that they provided by Sarawak State Library to the customers. At 2.00p.m, my supervisor asked me to print staff Attendance Record (Vmgt) in January 2013. There are 17 staff in total. At the same time, a complaint was arrived and be my responsibility to fill in a complaint form, for example, the corridor's lamp at Auditorium was not functioning well and continue with updating "Complain File" in January 2013. After complete filling in a complaint, I need to assign the complaint form to any Venue's staff that have major on that complaint.

For the next day, I have been asked to check and total up security's overtime in January 2013. There are 10 of them. After that, my supervisors teach me on how to deal with customer appropriately by showing them a room that needs to be booked. At 2.00p.m, I checked the staff attendance in January 2013 which I printed yesterday. I will record staff Attendance who are late for work. Sarawak State Library is using BioD'scan Web Attendance System in order to capture who is late. After that, my supervisor told me to ask the finance unit to prepare the document of transportations' charge in 2012 and 2013 and print the document. This is because, she wanted me to analyze how transportation budget have been used.

On Thursday, I analyzed the data of transportation payment in 2012 and January 2013 that I print yesterday. Then, I needed to create the data into a table form. Total up the payment charge according to types of office's transportation such as

QSG 4420, QSG 2121 and QAL 1010. After that, En. Arman was asked for my help to accompany him by checking the condition of cafeteria in Sarawak State Library and set the grade in term of hygiene and safety. Cafeteria is under our unit. At 2.00p.m, my supervisor gives me a responsible to take care of transportation's matters. This is because our unit having lack of employees and still in searching for new employees. Thus, I need to record and update the transportation file such as the staff of this organization want to use office's transportation to Samarahan. After that, En. Arman want me to record the data of contractor and supplier (Grand Rise Engineering) in 2012 and January 2013.

The last day for the first week, I have been asked to calculate the amount spent by Venue management for contractor (Grand Rise Engineering) in 2012 and 2013. After that, my supervisor asked me to key in "Sasaran Kerja Tahunan"(SKT) of security (11 peoples). This SKT's result cannot be known by other staffs. At 2.00p.m, I have learned how to prepare receipts after payment and sent it to finance unit. This is responsible of En. Nazzim.

2.1.2 *Second Week: 4th February 2013 – 8th February 2013*

On the second week, I attended meeting with DBKU regarding Spring Cleaning Program with the theme of "Saya Sayang Pustaka" campaign. This program will be held on 16th February 2013 on Saturday morning. In this week, half of venue staff and my supervisor going to Miri Sarawak about three days in order to present their new idea at Innovation day. Thus, there will be lack of task to do within this week. But, I learned how to use laminator and photostatting machine. I have been photostatting ICs, receipts, documents and others. In this week, I also implemented 5S in my unit. I labelled various types of forms.
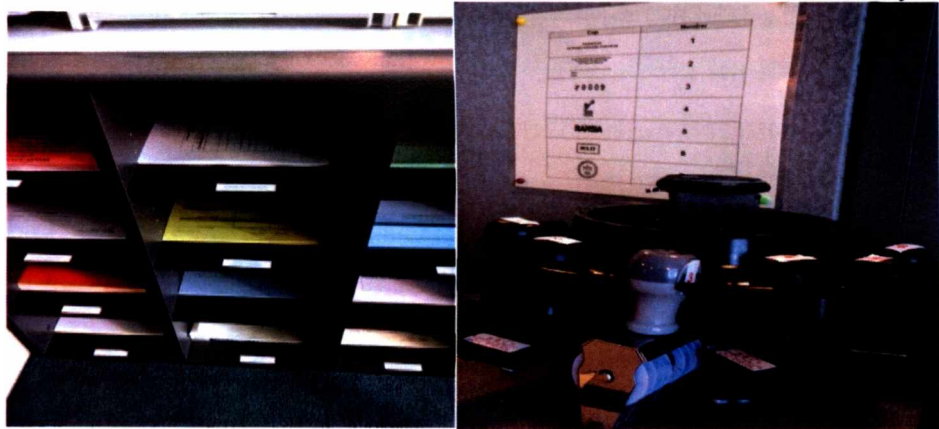
Figure 2: 5S Implementation

On Thursday, I have been asked to list out all the assets in the cafe (Windows on the Lake) of Sarawak State Library. Then, I have been asked to accompany En.Idris to take a picture of new assets in Sarawak State Library. After that, we also need to labeling assets of this organization but only focusing on the assets of WOL Cafe. At 2.00p.m, I continued with keying in SKT for Security. At the same time, my supervisor asked me to make a call to En. Japri's secretary to set a date for a next meeting with DBKU. Besides that, I also been asked to create a form of registration asset and inventory movement.

Figure 3: The registration asset's form

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For the last day in this week, I need to meet the Registry to book a Board Room for a meeting between Venue Unit and DBKU and drafted a letter for the meeting. Then, send it to En. Japri's Secretary (Pn. Zuriawati) to sign. At 2.00p.m, there is a customer needed our service and I was trusted by my unit to deal with the customers regarding room's booking. After that, photostatting receipts, IC and others for the payment of booking from the customers.

2.1.3 *Third Week: 11th February 2013 – 15th February 2013*

On 11th and 12th February 2013 was a public holiday (Chinese New Year). On Wednesday, I have been asked to key in ISO Monitoring table and analysis (June 2012 – Dec 2012). It is consist of:

- Contractor of Library for maintenance monthly.
- Temperature and Humidity

After that, I was given the responsibility to prepare Lucky Draw (300 pieces) for the event of "Saya Sayang Pustaka" on 16th February 2013. Besides that, I learned how to fax a letter at registry. At 2.00p.m, I have been asked to make a form of agreement (contract) between the library and café.

On the next day, I have been assigned to list out the Kitchen Equipments installed at Windows on the Lake Café. Then, I also need to recheck assets/inventory at Café. Besides that, I need to make a call with WOL Café to set a date in order to sign a contract. For this week, our unit is very busy with our café because their contract will expired end of February and will be assigned to a new contractor.

For the last day on this week, all the practical students need to attend "Hari Pejuang Bahasa 152 dan Syarahan Perdana" at Auditorium, Tingkat 17, Bangunan Sultan Iskandar, Kuching Sarawak. Then, at 2.00p.m, I helped the venue unit to set up tables and sofa for the event on the next day. I also listed out VIP's name for the event of "Saya sayang Pustaka". Then, created and print the label of VIP's name for the event and laminate tag of VIP's name and tag it at the tree. The work is done at 6.30p.m.

2.1.4   *Fourth Week: 18th February 2013 – 22nd February 2013*

For the first day on this week, my supervisor asked me to count and record the number of tables and chairs at WOL Café. After that, I helped En. Nazzim to set up a room for the event of Universiti Indonesia (MOU). Besides that, I also have to deal with customers regarding Pustaka's Gallery. In addition, I also have to fax and make a photocopy for a document of BTN regarding rental facilities (Auditorium) at Library.

For the next day, I was helping Pn. Asfia to clear all the things at Seminar Room that belongs to the Venue unit and keep it at tool's room. I also attend meeting regarding assets of Sarawak State Library. Besides that, a task towards handling transportation booking, Photostatting, answering phone calls is still continued.

On Wednesday, I was attended meeting regarding assets of Sarawak State Library. I was responsible to create job description for the staff J17 (technician). Besides that, ACEO asked venue unit to do a renovation on our cafeteria before it assign to new contractor. Thus, I am helping my staff on taking a picture of WOL Café, for the new clients of Café. (before, during and after)- (maintenance' stuff). In addition, today I also do filling. I need to update booking transportations and complaining file.

For the next day, I was helped En. Nazzim to set up the event at Auditorium. Then, I continued work of job description. I am also helping the security to Photostatting overtime log sheet. This log sheet needs to fill all the staff every end of the month and send it to finance unit.

The last day in this week, En. Nazzim taught me how to replying letter for booking facilities. At the same time, En.Arman asked me to update contractor service forms. (2013 – 2009). It consists of: Air Conditioner, Lift, Bomba phone and Book Detection System.

2.1.5   *Fifth Week: 25th February 2013 – 1st March 2013*

For the first day in the final week, I have taken an opportunity to distribute my questionnaires to all staff of Sarawak State Library. After that, I attended staff assembly and continued with celebrating staff's birthday party in February. At 2.00 p.m, I continued updating contractor service form (2009-2013). After that, I was assigned to updating file of Housekeeping service (2009-2013). It is consist of three aspects which are: Rentokil, Pest Control and DBKU.

Figure 4: Updating filling form

On the next day, I still handled booking transportation. It is not only taking the booking but need to inform it to the driver, whether their schedule free or not. Library only have two drivers. Besides that, I also helped my unit to set up for the next events (PA system, chairs and tables). Today, once again I have received a new complaint from Security. Then, I need to fill in a complaint form regarding alarm clock of security which is not functioning well. After that, my supervisor asked me to check and total up the security's OT in February 2013.

For this week, once again, our unit have lacks employees. Three of employees are taking their leave. Now, I feel like I am not a practical student anymore but I am as a part of venue team. The entire task such as making dealings with various types of customers, answering phone calls, replying customer letter and others is my responsibility. At the same time, I am also helping En. Arman in technician aspect

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by handling the event that was held at the gallery, Auditorium, Seminar and Conference Rooms. I also set up all the PA system in every rooms that are booked by users. Then, I received a complaint from the staff about a dead rats found in the ICT Rooms. Thus, I need to call NLC Company in order to make pest control at Library. In addition, my supervisor had asked me to check and amend the schedule of security in March 2013.

On Thursday, my supervisor asked me to prepare a quotation and send it to the customer by fax. At the same time, I am still handling transportations booking, deal with customers, answering phone calls and also Photostatting documents, IC and et cetera.

Figure 4: Photostatting and visitor's lounge

For the last day in my final week, my supervisor asked me to call a client (Ah Kiong) to set a date when he is free to come regarding Electronics stuff. Today, Sarawak State Library was hire a new security, thus my supervisor asked me to photostate security operation procedure for new security. After that, I also needed to set up auditorium (7michrophone-tested), whiteboard and PA system. Then, I wrote a letter of quotation (Libraries' facilities). My supervisor also asked me to fill in (record) invoice form, check security form, take a picture of WOL, handling transportation booking and also handling inventories which will be taken out from library.

CHAPTER 3

ANALYSIS

3.0 INTRODUCTION

This chapter will analyze the practical training report. This analysis is specifically focusing on one area of task as covered on the practical training handbook. Under this chapter, it also explained and described how the student demonstrate and apply or practice their knowledge that are gained in the classroom into the workplace situation and how they relate the work done at the organization associated with their study at the classroom especially in terms of theoretical aspects.

3.1 TASK ANALYSIS

During my training attachment, there are a lot of new working experiences that I had discovered and gained which is very imperative for me to know. Before this, we are more focusing on theoretical and classroom study only, but when I was on practical training, I was exposed to the real working experience. Thus, we need to apply all the theories and concepts that we had study in the classroom into practical training in order to carry out the entire task that we had assigned.

While I was on training, there are various types of tasks that was assigned by the venue department staff which are not only tasks that are related to our field of study but there are also other tasks that are very unfamiliar task that is not include in our study such as related on building maintenance, electrical, assets, transportations and also technician fields. Even though these kind of new task is out of our field of study, but we take it as a challenge and extra knowledge to myself that I can learn and carry it slowly. This is a good knowledge for me to enhance my experience and at the same time, we are acknowledging with something information from other field of study.

During my training, I was assigned tasks such as file flow process, personnel administration, event management, asset management and also the main task of venue department is service management. Thus, the area of task that I chose to cover on the practical training handbook is **Service management**.

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3.2   SERVICE MANAGEMENT

Service is an act or performance offered by one party to another party (Lovelock , 2002). Performances are intangible, but may involve use of physical products. Service also can be defined as an economic activity that does not result in ownership. It is a process that creates benefits by facilitating a desired change in customers themselves, physical possessions or intangible assets. The examples of some industries in the service sector are banking, healthcare, education, repair and maintenance.

Sarawak State Library is also one of service sector. The core business of the organization is information services, technical services, public library services and others (Sarawak State Library, 2000). In information services, the main objective is to disseminate and transmit knowledge information and data on the State. Their purpose is to broadcast or spread their information knowledge over the State. Meanwhile, in technical services, it is more focusing on the processing and maintenance of a library's physical collection, e-resources and online databases. They obtain to access all forms of information in all subject areas to meet the needs of present and future client of Sarawak State Library.

Sarawak State Library is not only focusing on Library services sector but also providing a venue booking's service of their facilities such as hall, auditorium, seminars, discussion and ICT rooms and others. All these facilities have their own policy which is called Venue Management Unit policy. It is regarding on what is the procedure on how to use the facilities especially in term of payment, dates of booking, period of time and also tools' provided. All these procedures are called internal services that provided by venue unit. According to the theory of "8Ps" in service management, the organization must design of activity flows, number and sequence of actions for customers, role of technology and contact personnel in term of how they treat the customers (Lovelock , 2002). This process may exist several strength and weaknesses to the organization in term of service management such as their awareness of responsibilities, communication skills, physical evidence and others. The extra and lack of service management in this organization may be explained later.

3.2.1   Service management trinity

In service management, there are three important functional imperatives which are including Marketing, Operations and Human Resource imperative. It is also called as Service Management Trinity (Lovelock , 2002). These are three groups which are closely related to each other to satisfy the service marketing objectives. Unfortunately, these three groups must be interdependent. If not, conflicts may arise in the organization. The possible conflicts that may happen between Marketing and Operation is when marketing focuses on maximizing revenue, operations will want to have better cost control.   While marketing strategy is under urgency, operations can take long lead time. Marketing needs a lot of creativity but operations will prefer compatibility. From the aspect of Human Resource Management, they need to recruit and retain the best employees for each job. They also need to train and motivate them to work well together and resulted to achieve both productivity and customer satisfaction.

Applying to this service management trinity into Sarawak State Library, all these three functional imperative must be apply and act as interdependently. It must be start with in Human Resource Management by hiring the best employees in to the organization. Skills and expertise of the employees in the organization is very important in order to be easily achieving organization's objective. Hiring the best employees may help the organization to not hire a lot of others workers. This is because one best employee has fully proficiency in their works. As a result, the organization can save cost by hiring more employees which having same skill and expertise. Moreover, after getting the best employees, the organization must retain the employee especially for each job. Meaning that, every department or position is having the best employee. Organizing training programmes including improving employees soft skills also must be done by the organization. It can help the employees more motivate and passion to do their job. Indirectly, the organization can achieve both productivity and customer satisfaction.

Sarawak State Library having the best employees in order to give the best service for their customer. Complaining towards employees is not exist yet be heard or

receive by the organization especially regarding the manner or behavior before, during and after the service is performed and delivered. But in term of time management, the problems always will arise. For example, is in term of delays in answering phone calls. This is because this organization especially in venue unit is facing lack of employees. Everyone having workload and cause service may be delivered in slow process. This problem will be explaining more in the weaknesses of service management.

Next is focusing on operation imperatives. The main task that needs to be focused in this department is created and delivered specified service to target customers. During operation, there will be a lot of problems may be arise. As I mentioned above, lack of employees can cause everything matters will be arise a problem. In this service organization, the employees need to prepare and setting up how the customer want to be organized such as in the way of classroom or discussion styles. The numbers and types of chairs and tables also be noted. As a result, the employees' effort need to be double in order to avoid expected problem arise. This is because there will be no one to in charge the preparation of customers' event at here and there. The most difficulties time is when customers are using the rooms at the same time. One event will be in charge by one employee. The good news here is venue unit teams still can make their job successful even though they lack employees. This is because they act as one family and will help each other. In other word, the awareness of responsibilities is exist among them. This point will be explained more at the strength of service management. The quality standards of the service are must be consistent which is in term of channels and time. This constant quality standard that performed by the organization may easily gaining more loyal customers. Every organization loves to have loyal customers. This is because the organization is already having their beliefs and trusts. Indirectly, it will be one an important opportunity of service management for this organization. Thus, it will be explaining more in the strength of service management.

The last and important functional imperatives in service management is marketing aspect. In marketing, the main task that needs to recognize by them is targeting a right customers and build relationship. During my practical training and was attached to the venue management, the main service that provide by the this unit is preparing variety types of rooms for the customers in order to organize their specified events such as talks, wedding ceremony and others. Thus, as a marketing officer, they need to know who their targeting customer is. Usually, the other public sector such as Jabatan Kerja Raya, Jabatan Pengangkutan Jalan, MOSTI and others are our regular customers. Thus, in order to maintain these loyal customers, creating a good relationship is must be established fast and well. Communication skill and social interaction is very important in this aspect. The interaction way and word that employees use to their customers must be take concern. It can cause wrong impression and end with bad evaluation towards the organization. Thus, a good communication and social interaction skills is strength of this organization and will be explained more in strength of service management.

As a conclusion, all the three important functional imperatives which are Human Resource, Operation and Marketing imperatives must be practiced interdependently. If one aspect is not implemented well, the image of the organization will dwindle. The customer evaluation is very important to the organization. This is because there are the one will be spreading fast the information or news of the organization. To be in the service sector is not the same in product sector. There are various differences between both sector such as service products are intangible performances (not objects) and cause often difficulties for customers to evaluate. Thus, in the next subtopic, I will explained what is the main characteristics of service management that cause why this sector is so difference and difficult to be manage.

3.2.2 Characteristics of Service Management

As I mentioned above, goods or products and service management are two different things. Thus, characteristics of service management may help people on how to differentiate these two. There are four main characteristics of Service Management which are first is known as Intangible (M.C Morningside, 2011). In other words, it also can be explained as indescribable. In term of service, it is refer to service is an act or performance that cannot be seen or touch. In other words, it also can be known as invisible assets. If service has a characteristic of intangible assets and does not have ownership, how can customers assess their service performance? Thus, physical evidence may help customers to evaluate the level of service management in the organization.

Related this characteristic to Sarawak State Library which is also focused on service management. There are providing a service of renting various types of rooms. Unfortunately, customers may not know or trust towards how far the performance of this organization service in handling their services. Luckily, this organization is always giving a good impression towards their customers. In addition, the aids of physical evidence in the organization may help the organization to reduce the weakness of the characteristics in service management. Meaning that, even though service is intangible and difficult to evaluate, physical evidence may help to solve the problem. Customer may have a look around various types of rooms that provide by the organization directly including the interior design of the rooms, types of chairs and tables will used and others. In this stage, the customer will be treat by venue employees self in order to explain more towards what is the other services that provide by them. For example, they are providing projector, extension wire and others. The way or interaction between customer and employee may help improve of communication and social interaction skill between them. If it practices in a good ways, the end of result may give good image to the organization and indirectly can increase high marks from the customers for our services.

The second characteristic of Service Management is Inseparability (M.C Morningside, 2011). In this characteristic, it is included four main process which are people process, possession process, information process and lastly mental process. All these process is very important and relate much with the strengths and weaknesses of Service Management in Venue unit. For example, communication and social interaction skills are in people process. People will take in charge in this process. He needs to improve their soft skill especially in communication and social interaction skill. Next is possession process, which is referring to cleaning, landscaping, retailing and recycling service. This process is occurred during the service is delivered. Meanwhile, in term of information process, it is involved all the important process that regarding the service such as in accounting, legal documents and others. The consultation stage which is occurred during discussion between customer and employee is referring to mental stimulus act. It must be done in cool situation and always think that the customer satisfaction is very important.

All these processes can be easily relate with Sarawak State Library which is handling service sector. Management is a work done by people and must be involve people process. Usually high contact is better that low contact. Meaning that, the service is much better delivered by face to face to the customers and handling by the people not in cyberspace such as online service. This is because, it can increase the confidence level of customer towards our service provided. During my practical training, it is my responsibility to take the customer to look around the rooms that they want to be rent. In this stage, the employee can explain what other service is provided (information process) and make a consultation or agreement to them (mental stimulus process).

The third characteristic of service management is Perishable (M.C Morningside, 2011). Meaning that, service is cannot be inventory at the same time. Perishable can help in balancing the productivity and quality of the process. A change in the process may affect customer satisfaction. The service relevant resources, processes and systems are assigned for service delivery during a definite period in time. If the designated or scheduled service consumer does not request and consume the service during this period, the service cannot be performed for him. From the perspective of service provider, this is a lost business opportunity as he cannot charge any service delivery; potentially, he can assign the resources, processes and systems to another service consumer who requests a service. For example, an empty seat on a plane never can be utilized and charged after departure. When the service has been completely rendered to the requesting service consumer, this particular service irreversibly vanishes as it has been consumed by the service consumer.

Applying this characteristic to Sarawak State Library which is service is perishable. The service cannot be act as a stock for the organization. This characteristic is mainly arising with problem to the service sector and cause loss business opportunity. Thus, in order to solve this problem, online reservation or booking may help the organization to raise their sales. As a sales manager, he must always monitor their sales and find out the alternative on how to increase their sales by month to month. This organization was practicing reservation ways and it was run smoothly. Imposing a new processes on customers, especially if it means replacing people with machines is not always be a good ideas. Meaning that, there will be a group of people does not like to deal with machines. Those group can be solve with educated them about new procedures and how to use them. A new process that improve efficiency by cutting costs may hurt service quality. But, if we see from the positive side and adapting in new modern technology, best new processes deliver benefits desired by customers such as faster, simpler, and more convenient.

The last characteristic of service management is known as variability (M.C Morningside, 2011). Each service that provided to the customer is unique. Every customer have their own demand and interest. They have their own styles, identity, personality and background. As a good service employee, we must know that how to communicate or interact with the customers. For example, when the customer wants to organize wedding ceremony, there will be a special setting up of the facilities for them. Thus, the next characteristic is described on the service can be standardized and customized. It can be done anywhere, anytime and anyhow. Meaning that, service can be modified according to customer want and indirectly to fulfill their needs and satisfaction. For example, the service of taxi driver can be found anywhere. It is not compulsory at one station. A taxi driver also can wait at airport in order to wait his passengers that need his service.

Applying variability in Sarawak State library in term of service management, it is already in their venue unit policy. In the aspect of customization, customer can modified the service according to his demand. For example is when the customer wants to use the rooms according to own purposes such as classroom, theater or discussion styles. Besides that, in term of payment, the customer also can make their payment in term of bank in, cheque and also cash. The period of payment also can be customized. In addition, the number of chairs and tables also can be requested. Unfortunately, the types of these facilities cannot be changed and it is standardized.

Figure 5: Discussion room's styles

3.3   SWOT ANALYSIS

The SWOT analysis is conducted based on the direct and indirect experience that I have undergone during 5 weeks of my practical training at Sarawak State Library. Here, I will discussed the strengths and weaknesses of this organization especially related on my unit which is venue management unit in term of service management.

3.3.1   Strengths of Service Management

(1) Improve Communication and Social Interaction Skills.

Communication is the exchange and flow of information and ideas from one person to another. It is involves a sender transmitting an idea, information or feeling to receiver. Effective communication is only occurs when receiver understands the exact information or idea that sender intended to transmit. It is vital to all organizations. People can work interdependently only through communication. By practicing a good way of communication in organization, it will help organization to achieve its objectives more efficiently and effectively. In addition, it also as an important instrument for organizational learning and decision making. Communication must be applied and regularly practice among employee and employer.

Relating this to my organization which is focusing on service management, we needs to communicate a lot with our customers, clients and also contractor. From communication, the external customers can easily evaluate how we perform our service. The ways we treat our customer is very important and give first impression to them. Halo effect also occurred in this situation. Our external customer is comes from variety backgrounds and need a lot experience to adapt or understand what is their want. The using of words also must be identifying well. For example, we need to avoid a lot of jargons words in order to avoid misunderstanding. We also need to market and give 100% good first impressions to them in order to maintain our organization's image.

(2) Awareness of Responsibilities

Job description (JD) is a main guideline for the employees in order to carry out their responsibilities. It is a written statement of a specific job based on the findings of a job analysis. It generally includes duties, purpose, responsibilities, scope, and working conditions of a job along with the job title. Thus, without Job Description the employees may not know what is their purpose for the job that he taken. Every employee has different job description from others. This is because it can help the employee know who the main responsible towards the task is.

Relating this to my organization with this point is all the staff know their responsibilities without keep reminding by their leader. They know what they are doing and not only sit and wait a direction or order from their superior. The best part in this responsibilities, even though a venue unit have own Job Description but their staff keep help their co-workers when they facing with lack of employees. The example for this situation when En. Nazim is the one who have a right to in charge on facilities bookings, if he is not around other co-workers will cover him to handle the task. This is because, not only him can assess the "venue book system" but entire venue staff.

All the aspect that needs to be covered by venue management unit is included and leads by every employee. For example, Mdm. Norasfia binti Zainal is responsible to monitor all the employee of technician (J17) who is under her. She also need to monitor and record all the maintenance, services, repairing and cleaning all the entire of buildings in Sarawak State Library. In addition, she also needs to administer all the assets in the buildings after registration. Thus, for me all these tasks is not a simple task for a women. Thus, by helping of her workers the tasks can be done easily.

(3) Gaining "Loyal Customers"

Every organization who is involving in service management loves to have loyal customers. But it is not an easy way to have them. A loyal customer can help the organization in minimizing their budget on marketing strategy. This is because the words of mouth by the customers may easily spread faster than others. They can help the organization by promoting and describing what the main is services that provided by the organization. Thus, the organization also needs to know their role by giving appraisal to the customer when they are promoting the organization.

Unlike my organization, it is easy for them to get loyal customers. This is because their service is good and beyond customers' expectations. The main reason why I highlighted loyal customers as strengthens not only for the venue unit but the whole organization is because loyal customer may help the organization to reduce cost in promote their facility. Loyal customer no longer need to be train in order to clarify on how to deal with the organization. They already know the role and the process of the organization. Customers are partially an employee in the organization. This is because customer was entered the process and have a role. If they did not know their roles, how can they know what is the procedure on how to book a facility in the organization. Sarawak state library have variety types of rooms such as Auditorium which can be occupied by 280 peoples and that also can be a number of opportunity number of customer in future. This is because the power "Words of mouth" is exists. The information will be spread fast and effectively transmitted.

3.3.2   Weaknesses in Service Management

(1) Lack of Employees

To set a specific number of employees in one department is not an easy task. We need to have their job description first in order to fit the employees in the department and how many employees are needed for that department. To create a new job position in the organization especially in public organization is very far harder than private organization. There are exist of various bureaucracy and procedures is involved.

Relating this to my organization, venue unit is facing with a lack of employees. They are having one vacancy to complete the number of employees in that unit. Because of this problem, all the work of the venue staff became messy and delayed. They also need to cover all the job description of the vacancy while waiting hiring a new employee.

The figure below shows that Cyprian, who is one of employee, was transfered to other department and causes the venue unit facing with lack of employee.
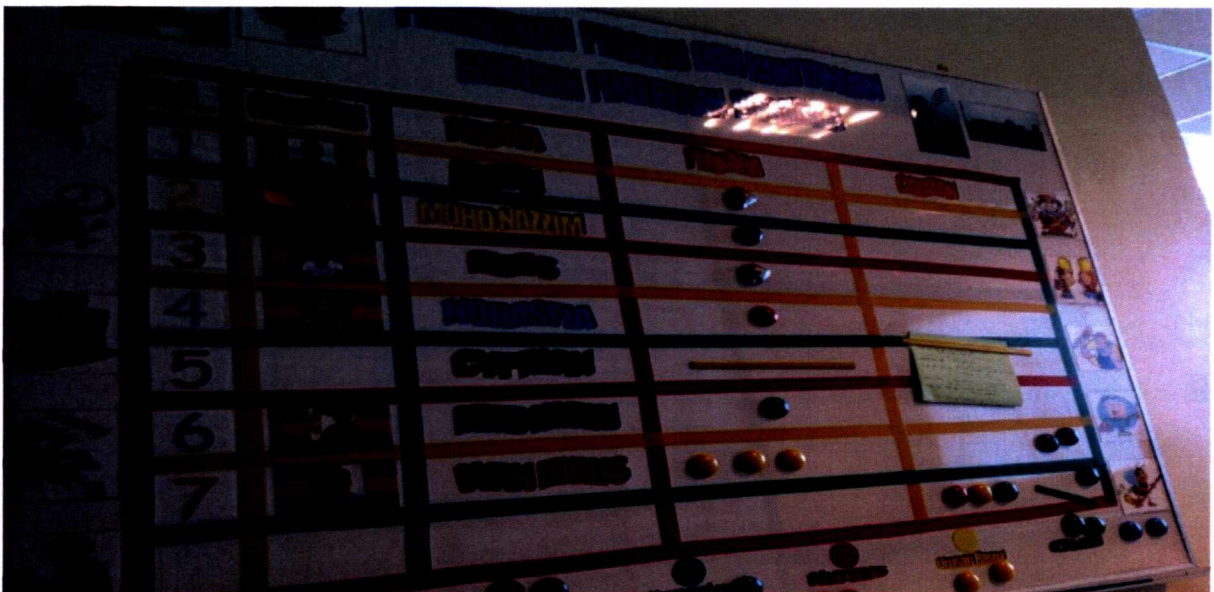

Figure 6: Not updated Organization Chart

(2) 5S Implementation

"Seiri, Seiton, Seiso, Seiketsu and Shitsuke" is the 5S methodology that uses by Japanese in workplace organization. In English, it is called Sorting, Set in order, Systematic cleaning, Standardizing and Sustaining. The list describes how to organize a work space for efficiency and effectiveness by identifying and storing the items used, maintaining the area and items and sustaining the new order. Malaysia Productivity Corporation (MPC) is the one who give a certificate of 5S to Sarawak State Library with the marks 88.8% in 2012. Even though the marks look great but in my opinion not all the department in Sarawak State Library have a good implementation of 5S such as Venue Unit. For example, a key box is already set in order (in numbers) but it is not applied in a good ways.
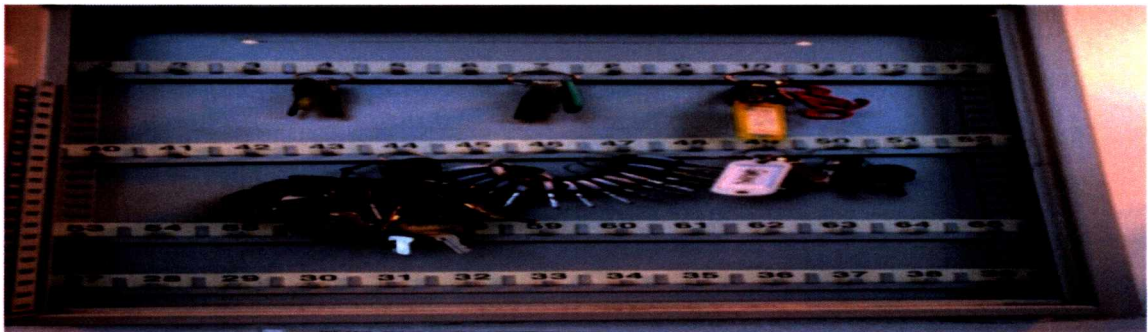

Figure 7: Poor 5S Implementation

(3) Poor "in-out" records

"In - Out" records here can be refer to tools, equipments, materials, and files records which has a function when all the stuff at venue unit is taken out from the unit. The existence of these records is established and prepared but the venue staff is not use it wisely. Venue unit are keeping stuff like projector, extension wire, cables, microphones, trolley, chairs, tables and others equipments. All these stuff need high maintenance and keeping records. Every time the stuffs is using internally or externally, there will be no records or information about when it is used and who is used. This is one of the problems that arise in this unit.

CHAPTER 4

RECOMMENDATIONS AND SUGGESTIONS

4.0   INTRODUCTION

In chapter 4, it will highlight on my opinion and ideas towards tasks that I concern on Chapter 3. I will recommend the strengths and weaknesses of jobs or tasks that assigned during practical training. In addition, the student also needs to provide solution and recommendations for the improvement of the organization.

As I have been attached under Sarawak State Library, I have learnt a lot about the strengths of this organization. Through my practical training here, I have been exposed to the real working environment where I must be discipline in aspect of attendance, attire, punctuality and I must complete the task within the period without delays in completing it.

Sarawak State Library always deals with the various agencies from public or private sectors and this allowed me to gain knowledge on how to dealing with business they provided. Besides that, by involving in the service management at this organization, I can improve my social interaction skill when we organize the activities for the organization and public such as the activities of "Saya Sayang Pustaka".

From my practical training, I also have the opportunities to make link and connection with other staff in different department besides the Venue Management Unit. It is important for practical student to make relationship with supervisor and other staffs because after finishing school they have opportunity to apply job with the previous practical training organization. Furthermore, after become fresh graduate, practical training can be listed as working experience in the resume for the purpose to apply job in the future. In addition, host supervisor at the practical training also can become our reference in resume, thus it is important to make good connection with co-workers.

4.1 RECOMMENDATIONS

This internship programme was a very brilliant course and it does serve its purpose to strengthen and enhance the relationship between UiTM and Sarawak State Library. This programme has exposed the students to the working life environment and further enhances the ability in understanding the practical aspect of management.

4.1.1 Recommendations on Weaknesses

(1) Lack of Employees

As I mention in Chapter 3, Sarawak State Library especially in Venue Department was facing with a problem on lack of employees. I suggest that, they need to be hire one female employee. This is not a bias decision to be chosen in employment. This is because, that department was having too many male staffs who involved six male staffs and one female staffs. It can cause the unit disorganized and uncontrolled when working with too many male staffs. All the male staffs have expertise in technician works but they also need a touch of women in the department in order to do clerical works. In addition, I also had been informed that the head of the venue department is holding a same status of J17 but having a lot of responsible. In my opinion, it is not fair for her to hold a big responsible without promotion.

(2) 5S Implementation

I was informed that Sarawak State Library was having good marks in 5S implementation. But for me, it is not the entire department can get A in their 5S implementation. For example, in venue management, I can consider that they have a lack of 5S implementation. In my opinion, the office can be more organized in term of labeling their keys, files, stationeries, forms and others. But, the aspect that I am worried about is in their store. It is not organized well. For example, label does not match what is the real things. To be more specifically, the things can be included with

quantity. For example, the chairs must be arrange in same quantity such as ten chairs in a row.

(3) Poor "in – out" Records

"In-out" Records is very important to me. It can help us to find where the things are going to. For example, one of the files that mostly use by Finance unit to be refer with. Thus, every time the Finance Unit needed the files, they must fill in this record in order to know who is responsible to those files if it find missing or broken. As my suggestion, a staff should be responsible for the records. If the staff is not around then it must be taken over by another staff. This record cannot be assigned to the whole the staff in the unit. It can cause no one to be responsible on it and depending on one another to be responsible on it. No one is willing to do an extra work which is not including in their Job Descriptions.

4.1.2   Recommendations to Sarawak State Library

Sarawak State Library should provide a proper training module to trainee. This module can be used not only by the practical student but also to the new employments of Sarawak State Library. The module must be includes their specific tasks assigned to them by daily or weekly. For example, the organization will assign the trainee to the different department in a week or month in order they can learn fast and more. The module should be prepared by specialist who has though knowledge and experience of the process so that the information included is useful. The main important for this proper training module is the module should also be updated yearly so that the module still be useful to the practical student in the future.

As our practical training period is short, there will be less knowledge and experience gain by the practical students. Thus, it is very useful to have specific module for them in order to define what is the first steps that the student needs to do? For example, on my first weeks, the organization feeling hard and difficult to

give me tasks. This is because the staffs did not know what is the suitable task for the practical students to do on their first day? In the end, the student only sits down at the office for the whole day by doing nothing and lastly wasting their time for that day.

4.1.3 Recommendations to Universiti Teknologi Mara

In my own opinion, the length of internship programme for the degree students is not enough (5weeks). The organization just knows and realizes that what is the real ability and expertise of the student in carrying out their tasks. In addition, the relationship between student and the staff also just started. This relationship can help the student on how to get a job after graduated.

In term of Log Book, the signature that we need to get by our supervisor supposed to be in weekly. This is because, I realizes that my supervisor seem to be very busy with their own job. As my suggestions, the signature of the supervisor can be done in once a week in order to avoid burden or workload to them.

The last aspect of my recommendations to the UiTM is in term of Lecturers' Visit. It is very important since it will mark to progress of the attachment program. The student will prepare for their best during that visit and the lecturer will have the opportunity to get the information their student progress. As my suggestion, the lecturers' visit should be done twice for the whole internship program. Indirectly, it can help the student to finish early the report for their Chapter 1 which is the background of the organization. In addition, the student will be more concerned about the program and they will not take this as granted. Besides that, visiting lecturer also can be important to the UiTM's image. The lecturer must where their students are attached and how the condition that provided by the organization to the practical student. This is because, it can help to enhance the organization see UiTM is so serious in internship program and lastly the organization will be provide a nice environment to the students and take it seriously.

CHAPTER 5

CONCLUSION

5.0   INTRODUCTION

This chapter will summarize all the discussion of each chapter in the report by highlighting the main points.

5.1   CONCLUSION

5.1.1 Chapter One

In Chapter One, I had summarized all the information about the organization that I chosen in order to complete my Internship Program which is Sarawak State Library. It is includes among others the background of the organization, objectives, mission and vision, organization structure and also core business of the organization. As I stated in Chapter 1 earlier, Pustaka Negeri Sarawak is a major place knowledge and having all the information that needed by peoples that comes from variety backgrounds. The books, journals, magazines and others that provided by them is fit with their target customers such as children, teenagers, adult and also old people. The tagline of Pustaka which is "Pustaka, your knowledge Partner" is trying to suit with our Malaysian Culture.

5.1.2 Chapter Two

In Chapter Two, I had summarized my schedule of training. This includes all the tasks that I had done in the Sarawak State Library especially in Venue Unit. Generally, the tasks that assigned to me is totally out from my knowledge and expectations. I need to cover more than fifty percent that the tasks are not comes from my backgrounds field of study which is Administrative Science. But, I did not feel that it is a burdened to me in completing that task and my practical training but oppositely I think the task is challenging to me and can be an extra knowledge for me for my future. Technician fields is the one major that focusing in venue unit. Meaning that, I need to work with male workers more than female staffs. During my practical period, I was given a trust from my supervisor to be responsible fully on transportations. Everything that related with

transportations is under me. I feel excited when someone trust you that only least a week know you. But, the main task that I cannot forget is handling external customer's event. That is not means that one customer's event. Sometimes, it will be occurred three events at the same day and time. I need to prepare projector, extension wire, variety types of microphones, PA system and includes setting up the rooms for the event. The task will be more difficult when the unit having lack of employees.

5.1.3 Chapter Three

Under Chapter Three, it is discussing on analysis of training specifically focuses on one area of task as covered in the Practical Training Handbook. Service management is the one topic that I choose in order to be as my literature review while practical training. The demonstration of practical and theoretical aspects as how student relates all concepts learned in classroom at work place and how student transforms knowledge gained at work place to reinforce understanding on the concepts learned in classroom. The chapter also should be able to demonstrate a reflection of the strengtheners and weaknesses of the service management. There are three strengths and three weaknesses that were explained in this chapter.

5.1.4 Chapter Four

In Chapter Four, we discussed the recommendations and suggestions of the strengthens and weaknesses of the service management. In term of strengthens, the organization can improve their opportunity become a better in the future. Meanwhile in their weaknesses, it can acknowledge them to make a correction in the organization. Besides focusing recommendations on service management, I also gives a suggestions to Universiti Teknologi Mara in term of practical training course.

5.1.5 Chapter Five

Last but not least, under Chapter Five, I focused on how to summarize the entire chapter in practical training report. There will be more advantages rather than disadvantages while taking this course. It depends on how student adapt to the situation.

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APPENDIX