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PRACTICAL TRAINING REPORT

DISTRICT OFFICE SIBU, SARAWAK

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CLEARANCE FOR SUBMISSION OF THE PRACTICAL TRAINING

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DECLARATION FORM

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

Signed



NUR INARAH BINTI HASSAN

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CHAPTER 1

INTRODUCTION OF THE ORGANIZATION

1.0 Introduction

Practical training (ADS667) for the Bachelor of Administration Science (Honours) was been started on 24th July 2017 until 15th September 2017 which is only 2 month only. The organization that I have been used as my placed for doing a practical training is at the District Office, Sibü. This Chapter was consist seven section; Section 1.1 explained about the background of the district office, Section 1.2 discuss about the organization mission and vision , Section 1.3 focus on the district office objectives , Section 1.4 describes of the organization structure, Section 1.5 explain about the Client Charter, Section 1.6 discuss about the core business of the organization and lastly is Section 1.7 is the other relevant information pertaining to the organization.

1.1 Background of District Office

The district office sibü is an organization that provides services under the Sarawak State administration. The history of the establishment of the Sibü District Office began with the history of the beginning the existence of the Sibü city. The head of sibü district was headed by a district official. The district office sibü started operating from 8.00 am to 5.00 pm. The district office was also known “Pejabat Daerah Sibü” whereby the originally the district office of sibü started operating on 1 june 1939 at the channel road, sibü. In line with the economic developments in 1975, the state government office building for the sibü division was set up on an amphibious street where about RMI.1 million was allocated to build the building. The district office sibü is one of the departments that has moved to the building. On the 1 August 2000 until 6 September 2014, the Sibü district office operates at level 8, wisma sanyan jalan sanyan, 96000 sibü sarawak. The district office sibü has moved to the

Islamic Complex building of Sibul division on 7 September 2014 until now. The service area available at the Sibul district office has four sections such as administrative division or account, development section and public affairs section.

1.2 Organization mission and vision

1.2.1 Mission

“ we provide effective leadership, efficient coordination of projects and programs, effective community engagement and excellent service delivery to develop Sibul division as business gateway for the central region of Sarawak”.

For mission, according to the Official Sarawak government portal (2017), Sarawak government want to ensure that all the civil servant are able to deliver the excellent service through high performance teamwork. This is due to the all the civil servant need to cooperate among themselves either that they are from others district like district office Mukah, Selangau ,Kanowit , Sri aman, Kuching and many more, they need to ensure the name of the government service delivery are in the bottom up line and gain good feedback from the public in the service delivery. Therefore, in this government sector are shared the common value among themselves such as the integrity, kind and caring, professionalism, sense of urgency and ownership , team spirit and result oriented. Thus, practice with this kind of common value would make them easier to achieve a target for the district office vision.

1.2.2 Vision

“The high performance organization advancing a develop a high quality of living in Sibul division”.

For the vision, according to the Sarawak government Portal (2017) was indicated “a world class civil service”. This is refer to the Sarawak government want to ensure all the public servant are able to show theirs potential in every aspect which can make the public service system with the necessary tools to be competitive against the fast changing world. Therefore, According to the YAB Prime Minister, Datuk Seri Najib Bin Razak (2012) was stated the outlined a six core principle for the future that should

be desire a high performance public service with productivity increment such as *swift, accurate, integrity, productivity, creativity and innovation* that civil servants need to adopt in order to move beyond the traditional mind-set of “business as usual”. The two acronyms is CTI (*Cepat, tepat dan Integriti*) and PCI (*Produktiviti, Kreativiti dan Inovasi*) serve as new call signs for better service delivery to the people. It was refer to the our Prime Minister vision towards the public service are focusing on the Rakyat with Integrity without any forms of delay and the Efficiency, effectiveness and virtue in public service delivery is an important aspect in promoting economic growth especially in shifting Malaysia from a developing nation to a high income developed nation. Besides, high performance among the public service can be present a service with strategic clarity, solid execution, strategic resource management and performance oriented organizational culture (Y.Bhg. Dato’ Dr. Ali bin Hamsa, 2012). This kind of strategies are very important because it can shaping the desired of public service. Thus, the public service now needs to clear a definition and set of strategy for its mission, mandate and outcomes throughout the organization.

1.3 Objectives of Sibul District Office

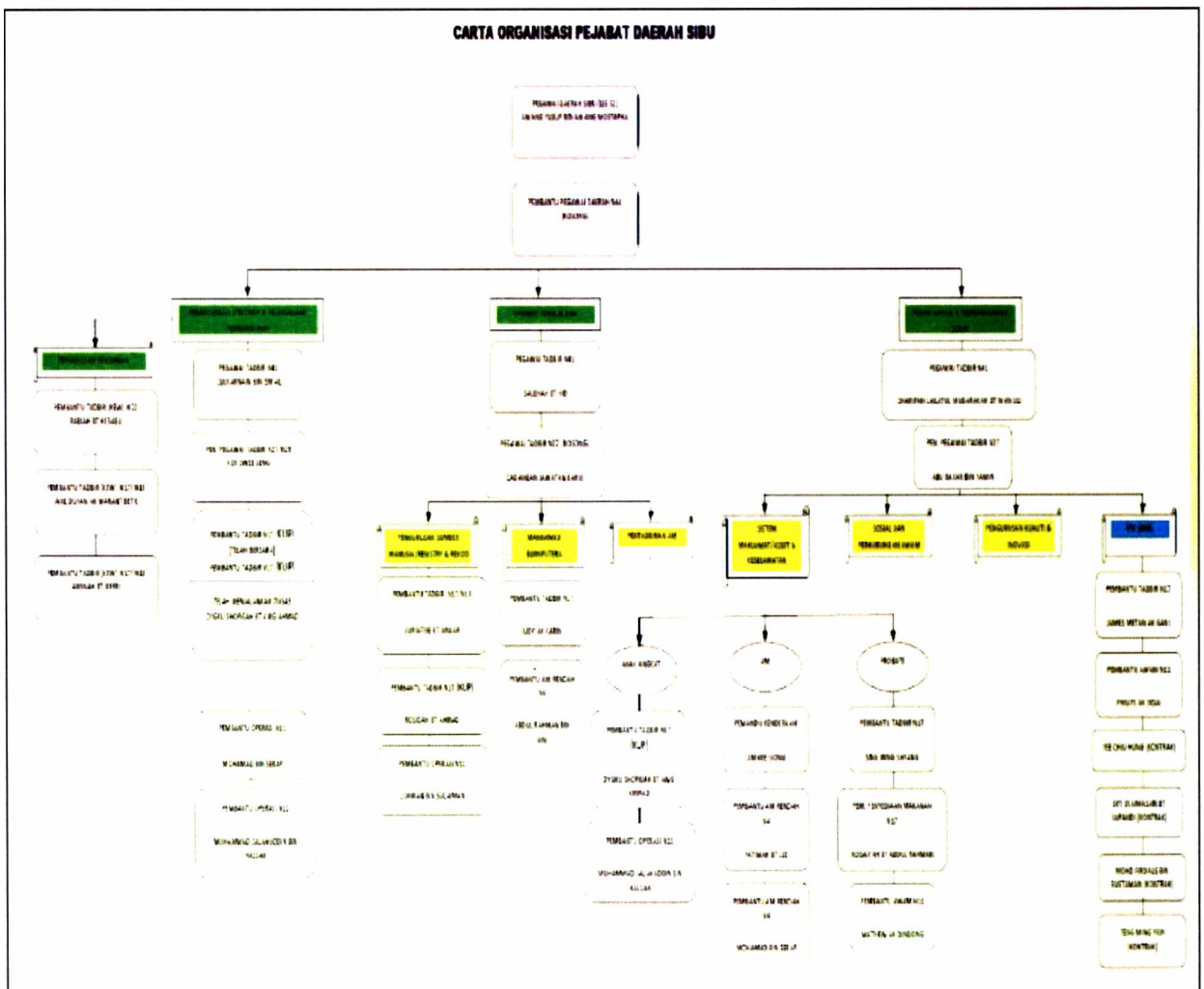
In this district office was provide their own objective such as **“a quality, efficient, trustworthy, fair and friendly services at all times”**. According to the Official Sibul Administrative Portal (2017) was stated that to ensure all this public service delivery are run in systematically, they need to ensure their service quality are consistently and need to improved all the times due to gain a good feedback from the public. Therefore, in this district office have their own the quality of office’s objective whereby this district offices was shown as an organization that is directly involved with the public and the development then this office aims to meets the needs of the public, striving to deliver professional services best, efficient , accurate, quality and fastest.

1.4 Organization structure

1.4.1 Introduction

This organization structure was updated in the system Official Portal Sibul Administration (2017) whereby the district officer right now is Encik Awang Yusup Bin Awang Mostapha (ACT 52). In this structure was divided into three level which is Strategic Planning & Implementation of Development, Service Management and Social Planning & Development. Therefore, I was attach with full organization structure from the Official Portal District Office Sibul.

Table 1.4: District Office Organization Structure



1.5 Client Charter

The function of the Client Charter is to give a rough estimation of duration the service delivery done by District Office regarding of any public affair and transaction made. Therefore, the client service charter purpose is as a guidance for the client to know of what they should expect when dealing with the District Office, Sibuh. Besides, this client charter are used as a guidance for the staff itself to responsible for each transaction to settle their task within the time frame. It is also can avoid inefficiency and delay during perform their task. The client charter district office was stated below:

- 1) We promise to provide quality, efficient, trustworthy, fair and friendly service at all times.
- 2) Be prepared to help and advise you when needed.
- 3) Application Probate will be completed within **TWO (2) Weeks** from the date the application is received provided it complies with the privacy management procedure.
- 4) Adoption Applications will be completed within **THREE (3) DAYS**, provided that
- 5) All relevant parties present bring complete documents.
- 6) Application for Business Name registration will be completed within **ONE (1) WEEK** provided it is accompanied by complete documents
- 7) Application for registration of DEEDS will be completed within **ONE (1) WEEK** from the date the application is received.
- 8) Application for cancellation of stamps will be made immediately.
- 9) Application for signing Statutory Declaration Letter is done as soon as possible.
- 10) Application for change of shotgun title will be processed as well immediately provided it is accompanied by a complete document.
- 11) Application for the purchase of a bullet-proof permit will be deal with immediately.

- 12) Applications for quarters will be decided within **TWO (2) WEEK** from the date of Application received.
- 13) Registration of Native Court cases will be made within **ONE (1) DAY**.
- 14) Receipts will be issued immediately for any collection of proceeds from the public.
- 15) Provision of a payment voucher will be made upon receipt of the bill.

1.6 Core Business of District Office

Core Business of District Office is a Service Management. This service management are being focus due to the district office sibu objective whereby they want to be one of the good public service delivery. Therefore, according to the Official Portal Sibul Administration, all the civil servant must be act efficient and effectively as mentioned as in the Client Charter. There are several main public service delivery that are in-charged by the district office such as registration of probate, registration of adoption, renewal a shotgun or purchase a bullets which are only can be approved by the district officer, renewal trade name for the business purpose at the UTC District Office and also registration for those who are below age of 18 for native's society especially for non Muslim such as Iban are able to register for getting married. Thus, they are able to register for divorce whereby it could be judged by the headman or in the others word is "Penghulu". Moreover, there are also have the another public service provided in which is under the level of Strategic Planning & Implementation of Development such as registration of E-Kasih, 1 Azam and also proposed for repairing any damages at theirs house. However, for those who are eligible to receive this government assistance, they could be interviewed by the other staff for census .

1.7 Other relevant information pertaining to the organization

1.7.1 Strategic Plan

District Office Sibuluhur have their own strategic planning for ensure their service delivery in consistent level. There are several strategic plan that are in the progressing such as creating a professional, trained, disciplined and authoritative personal when performing tasks. Besides, there are also have an establishing lasting bilateral ties with government agencies, statutory bodies and private and public. Therefore, it also need to provide up-to-date information, accurate, correct and based on government policies to the public. Moreover, be sensitive to the concerns of staff and the public, providing friendly, committed, fast, accurate and quality services. Among these strategic planning , there are only focus on the four key result area such as customer service delivery, facilitator of development , community well-being and engagement as well as organizational development.

1.7.2 The Main Function Department

According to the Official Portal Sibuluhur Administration (2017) there are showing a several services provided by the district office sibuluhur.

Table 1.7.2 Main Function department District Office Sibuluhur:

NO	MATTER	DESCRIPTION
1	Planning / Monitoring and Implementation of a project development	a) Urban and Rural development (Infrastructure project such as roads, electricity, water and public utilities). b) The Poor People Development Prpogram (PPRT). c) JKKK Affairs
2	Institutional Management	a) Community leadership / leadership b) Khairat Trust Fund Affairs c) Managing disaster and welfare assistance d) Anti- Drug activities

3	Licensing and Permit	<ul style="list-style-type: none"> a) Fire arm application (through Probete) b) Issuing of Public Lending License. c) Managing application for application for Chicken Sabong License. d) Registration of business, cancellation of details change and Draw Business Name. e) Business Licensing Issue.
4	Secretariat Service	<ul style="list-style-type: none"> a) Managing official celebrations b) Managing a dignity tour c) Managing Cultural and Sports Celebrations. d) Election Affairs. e) Protocol, accommodation and transportation arrangements.
5	Court Service and Statutory Functions	<ul style="list-style-type: none"> a) The Managing of Native Court. b) Superintendent of Marriage registration. c) Magistrates business and duties. d) Application for adoption. e) Managing probate matter.

CHAPTER 2

SCHEDULE OF PRACTICAL TRAINING

2.0 Introduction

In this District Office Sibul, I was supervised by Madam Sharifah Lailatul Mubarakah Binti Wan Lili. She is a Administrative Officer (N41) in this district office. In this chapter was focus on the schedule of practical training which has been recorded on the logbook by trainee during practical training. In this organizations, I have own my schedule which is follow the rotate department. I was placed in four department in two weeks each such as probate unit, adoption unit, registry unit and development unit.

Table 2.0 below is the schedule practical training:

DATE	DEPARTMENT	EXACT NATURE OF WORK DONE
25.07.2017- 11.08.2017	Probate Unit	1) On 25th July, I was meet the host supervisor Puan Sharifah Lailatul Mubarakah for self-reporting and I was introduced to the other staff and also the another student practical here.
		2) Before I am start to learn about probate , I was given the another task which is to key in the updating the profile headman of the society.
		3) The next day, I was learn about probate by one of the other student practical here. This is because the other staff a quite busy with theirs job and have a limit time

		<p>to teach me.</p>
		<p>4) Probate affairs gives jurisdictional authority to an administrator for a deceased person with wills. Letter of administration is a document issued by a probate officer to a person to act as the estate administrator of the deceased when death takes place without a will. Here, administrator is the holder of a power attorney appointed by the heirs.</p>
		<p>5) At that moment, I was briefly explained about the procedure of registration of shotgun, how this weapons can be transferred name through probate. Thus, here I was taught for identify a different form such as form of registration a probate, form of registration of adoption, identifying the records book such as probate book record (there have two categories such as native book records and chinese book record), and also look into all the desk where all the other form are putting there such as form of register for opened up an account JKKK, and therefore there are also have a</p>

		<p>special desk for letter of administration which is divided into two desk which is letter of administration native and chinese then this two desk are label it into two more such as letter of administration are already be taken by customer meanwhile the other desk for letter of administration are still in progress due to need a verify by Kapitan or any headman of society.</p>
		<p>6) Besides, at the counter probate services , I was learn how to convey with the public regarding of register the probate matter, serve any kapitan or other headman of society which is they want to verify any form of client's probate and also doing the JKKK business purposes at this counter probate service. However, i am also photocopy any important document such as identification card of public, account book and many others form.</p>
		<p>7) Moreover,I was answer the phone call from the public regarding of progressing the letter of administration,</p>

		<p>the status of JPN either that is probate matter or adoption matter. At the same time, most of the public come for asking to certify their document from the Administrative Officer N41.</p>
		<p>8.) Therefore, I was given the another task regarding to called all the Headman of society to attend the "RABIES PROGRAMS". After that, I was help the other staff to fax the form of Electioneers to all the election officer to attend that course based on theirs task during the Election day later on.</p>
		<p>9) On this week, I am also helping Encik Abu who are Assistant Officer (N27/ N29) due to collect the form of updated profile JKKK from all the "Tuai rumah", kapitan and other headman of society . After that,around 300 profile of JKKK needed be key in before submitted to the Headquarters of District Office at Kuching.</p>
		<p>10) For the last day at the unit probate, I was serve the customer due to probate matter which is most of the public come</p>

		<p>to the counter for register a Letter of Administration and at the same time, I was learn with one of the staff here to key in any complete document (probate matter) in database government system .</p>
<p>14.08.2017 - 25.08.2017</p>	<p>Adoption Unit</p>	<p>1) At the adoption counter, I was learned about parents adopted. It is refer to the person who raised or who wishes to adopt a child according to Adoption Ordinance ,1942 (Chapter 91) (Amendment 2002). Therefore, in district office could come out the certificate of adoption whereby this certificate refers to the certificate of appointment issued under section 4(3) or a copy issued under section 4 (5). This procedure aims for ensure that the adoption process of a child certificate can be implemented quickly, organized and in accordance with requirements of the quality management system. The scope of this adoption management are referring to this procedure whereby it is only applied the application for adoption certificate in Sibuluan Administration department.</p>

		<p>However, this procedure does not involve at the Resident Office.</p>
		<p>2) Here, I was taught in practically how to handle this adoption's registration by one of the staff who are incharged about this adoption management, Mdm. Dayang Sopeah. I was also taught about which form should be given to the public based on their's background. Thus, firstly,i need to understand that public background, able to identify which form should be given , and able to explain with the public what should they do for fulfill all the requirement needed based on the Adoption ordinance, 1942 (Chapter 91) (Amendment 2002).</p>
		<p>3) Even though this two week I was placed at the adoption counter, I m also help the other staff to serve the probate matter if there is no public for register an adoption.</p>
<p>28.08.2017 - 08.09.2017</p>	<p>Registry Unit</p>	<p>1) This two week of the date given, I was placed at the Registry Unit. In this unit, I was learn about the incoming and outgoing letter. Here this registry section</p>

		<p>are does not focusing on the managing the letter but also doing the filling and answer the phone call from the public . For this unit, I was teached by one of the staff here, Mdm Suriatiee who are also the personal assistant (PA) of District Officer (D.O) . She teached me about how to manage the letter and key in all this letter at the database system.</p>
		<p>2) The incoming letter refer to the any letter are coming in the organization and should be key in the database meanwhile outgoing letter is refer to certain of the content in that letter are needed to reply or sending back to that organization outside of the Sibuh district area after checked and verified by the district officer. This letter could be divided into two desk which is incoming letter desk and outgoing letter desk. After all the letter checked by the district officer, this letter could be key in at the Sarawak.net. In the other meaning, it was called as the routine system whereby this system are showing the letter could be send through</p>

		<p>emails to all the employees based on the name that wrote by district officer which is that letter are refer to the who are preferred based on the theirs position.</p>
		<p>3) Therefore,in this unit, I m also fax the document ,answer the phone call , do a any certificates and learn about how to do a filling system. This filling system is related to the registry whereby, after that letter are ready checked, send and do a routine system, the copy of that letter could be save at the organization file. All this file have many category based on the function of the public service department such as there have file for probate, file for any programs ,file for any courses that attending by the employees and so on.</p>
<p>11.09.2017 - 15.09.2017</p>	<p>Development Unit</p>	<p>1) The last two weeks before I m end practical here, I was placed at the last minute changing by host supervisor is development unit. I was placed here due to there is no practical student was placed at this section and they need favor. So, here I was learned about the development unit. There are consist of the process of</p>

		<p>registering E-Kasih, the process of implementation of a resolution, the process of implementation of the home assistance program, the process of implementation of people-friendly project, process of division quotation work/ section supply tender, process of supply rural electricity application, process water tank I Malaysia and also program increase income , ASB prosperous and cow dividend.</p>
		<p>2) Therefore, in this unit, I m also meet the public regarding to register and applying for E-KASIH and also I Azam. Before that , I was teached by Mr.Loh about the procedure for those who are register and applying this two government assistance. First thing is, for those who want to register and check their status about E-Kasih, i must opened up the website E-KASIH and check theirs status based on the identification number (IC). After that, i must key in theirs' name, IC no and address at the master list which is already provided by this</p>

		<p>department. Then, if their status are verified , i must interview them regarding of the background and income status. Lastly, i could records their data for census purposes that could done by the other staff.</p>
		<p>3) In addition, I was serve the customer due to applying for repairing theirs house and all the information during interview could be record and save at the file that are provided.</p>
		<p>4) Besides, I was help Encik Loh regarding to do a 'Minute Sheet' which is about a Consent of Transfer Under Section 18 of Land Code. Then, at this unit, I m also answered the phone call from the public regarding of the theirs status of E-KASIH and I Azam.</p>

CHAPTER 3
ANALYSIS
(Counter Services)

3.0 Introduction

Counter Services are can be defined as the services that occur face to face between one person to another person at the one counter which is they are doing consultation. Besides, the main department in the government is counter services. Thus, the key component known to determine the success of service organization lies in the perceptions of the customer towards the service quality of existing counter service. Mostly, the public servants absolutely serve the public due to do a consultation regarding of the government's program and project and also anything related with the government assistance. Basically, the reasons counter service plays a vital role in determining the success of service organization is because it is one of primary image building features in the organization. All the public and private sector image depend heavily on their organization's counter service to serve their customers and meet the customer's need. Therefore, today competitive market, rapid development and changed can be observed in area of technology, telecommunication and in particular customer services. Thus, it was led to the understanding the service organizations need to mobilize their workforce in order to compete with other service providers thus ensuring its survival in the market. Nowadays, stiff competition between service organization has created many challenges in the services industry which include a dynamic change in customer demands and expectations an increase global competition and the development on e-business majoring services. In Malaysia, the counter service in the public sector is responsible for the issuing of licenses, permits, passports, identity cards, certificates of marriages and citizenship, collection of revenue and processing of application for essential facilities.

3.1 Practical and theoretical aspects adapt by student

In this customer services are refer to the two concept that being a midpoint for looking into the quality of the public service delivery such as ethics of counter services and counter administration. However, since I'm doing internship programme at the District Office, Sibul I was learn about the ethic that should be practice during perform a task. This is because I was deal with the public and my character is main focus giving effect to the image of the organization. Therefore, during at the counter service, first thing that i learned is I'm must be show the **positive face expression such as greeting well and also give a smile to the public**. This is because, I'm doing direct interact with them regarding of the registration of the probate, adoption and also the others matter at the counter service. If i m not showing good behavior in front of the public it could make some of them making a complaint with the top management and i could be given warning and advice by any officer.

Besides, the most important thing, **there are not allowed any smart phone on the table counter service and also not allowing playing game, hear any music and must be silent mode during office hour**. This kind of rule not only for the staff during performs their task at the counter service but also to the students practical here. This is because, if the staff put theirs phone on the table, it could make any distracted during convey with the public and it was look rude in front of the customer whereby we are not given good services or in the other words, we left behind the important consultation towards them but more focusing on incoming mail at that phone. This is also one of the reasons why any smart phone are not allowed using in the classroom and must be silent mode. It is also may distract teachers or lecturer give lecture and it

was look a rude when student didn't hear any lecture by their lecturer and more interested playing a smart phone.

Moreover, I should learn quickly about the procedure how to manage any task at the counter services. It was called that i must be learned about the **awareness**. This is due to all the time counter services is being a crowded because of public doing their own business with the district office and the other staff didn't have any time to teaches me one by one. Then, I'm also learn about memorise the procedure in order to give the explanation toward the public and making a simple way to make them understand. For instances, there a lot of procedure to register probate and many form and certificate that need they bring as a proven that they are first timer to register a probate in order to becoming heir from the deceased. Thus, I could make a simple way to making them understand which is, I could write the important thing on the another a small pieces of paper and attach with form that they should fulfilled it. In this kind of practical way, I was adapt it in classroom which is any note in the textbook or any difficult statement that I didn't understand and immediately i could ask lecturer, then, I could do addition note at the another pieces of paper and write based on my understanding and using a simple word in order to make me easier to do a revision during final exam later.

Addition, **communication** is also the key important in the counter services. This communication is important because we are not only able to speak with proper manner but also be a good listener. This communication has different style based on the customer and also be a good listener to make the business matter run in smoothly. Here, I must ready to control my communications tone and able to use any dual language such as English, iban and melanau. This is due to the public come from the various race and different background. Most of them, didn't understand Malay language and request to explain in other language such as English or iban. In this case,

I am able to translate in English language but for the iban's language, I could ask for help from the other student practical who are ibans. Therefore, the tone I'm must using is neutral and polite word even though certain of public being angry and use a impolite word which is when there have any mistake from our side such as there is error in typing of name or identification card (IC) then, they are unable to claim that deceased property at bank, land lot of housing and so on. Besides, as a good listener is referring to that i must listen carefully the problem and background of the public and understand the purpose of they came to district office. Then, I could able to recognize their problem and know to handle their problem. This kind of practical method which is convey with public was make me adapt it in classroom which is I was alert any task given, listen carefully and understand what are lecturer want to tell.

3.2 Importance of Ethic of counters services and counters administration.

It was the important for service organization especially for the government sector to be aware the customer perceptions towards the service provided and the expectation from the service delivered. This is because the good image of public service must be upheld and maintained. There are several importance of the ethic of counter service and counter administration which is not only give the positive affect to themselves and public but also towards the organization's image.

Firstly, **create a positive perception on the organization.** This is refer to the every business rule, customer is always right, thus, it is difficult to retain the customer loyalty and trust once they hold a negative impression towards the organization. However, the organization can change their perception using show the good attitude and give the immediate response with them when they ask for something. The excellent quality of services is the core important that each organization to look into to avoiding more negative perceptions towards theirs organization image.

Secondly, **to increase the confidence of its citizen towards the public sector management.** As what I`m mentioned the previous point which is about the excellent quality of services, it is served to its community since their main customer is the citizen or local community. Moreover, by providing service quality it helps in ensuring that the organization becomes profitable through timely payments of bills summons while generating good corporate image.

Thirdly, **bring more profit to the organization.** This is refer to the attract new customer, gain more business with existing customer, minimize loss of customers and minimize mistake that required re-performance of services. Organization that delivery quality services to customer will be able to meet the customer needs and expectations. Typically, customers that are satisfied with the organization quality service will

reinforce the perception that they received good value of service with the price that they paid it. Therefore, it is important for service organization to deliver quality service since the customer could assist in generating tangible and intangible benefits for the organization.

3.3 Task related with the course

3.3.1 Ethics in Administration theory (ADS 452)

According to the Dmochowski et al (2005), he was indicate that “This is not to suggest that changes have caused an increase in misconduct or unethical behavior. But they may place public servants in situations involving conflicts of interests or objectives where there are few guidelines as to how they should act”. Thus, it was mean that all the public servant need to act behave, then they are also able to act based on the situations which it might be such a rude but it maybe one of the way to act fairness to the others. Therefore, according to the Shaw and Berry (2001) was cited in Josie (2004), certain of philosophers distinguish morality and ethics on the basis that morality refers to human conduct and value while ethics is the study of morality. It is refer to the ethics is one of the behavior that would ensure that individual should act to do a good thing and prevent the negative thing which can be affect the others perceptions especially public.

Based on this statement, ethic and culture can be relate with my task during internship program. It can be seen when there are several rule and regulations that i need to follow such as the proper attire, punctuality, the way of I need to act when interact with the public and many more. According to the Bendixen (2010) was stated that “culture is a way of life for an entire society”. It was refer to the proper attire is one of the culture whereby the clothes that individual wear is represent the image of the organization. Therefore, I was been informed regarding this kind of rule because I was placed in the counter service for four week which I could deal the public. Moreover, during practical training also teach me how to communicate with the public with proper manner such as greet them with a smile impression and the way language that I need to be used when do a consultation with them. Apart from that,

follow the working schedule is one of the symbol ethic due to the punctuality come to the office and also the task given able to finish as soon as possible.

3.3.2 Public Relation (PRO458)

In this public relation course can be seen the way of any organization or other agencies body to make a relation with the public. The public in the public relations is refer to the a group of individual or organization who recognize their connection with a common problem, cause and goal. There are many possible public whereby it was consist the six major groupings public such as employees, consumers, media, financial market, community and government agencies. Therefore, according to the Lattimore (2007) was indicate that the practitioners has the function to communicate with all relevant internal and external public to develop positive relationship and to create a consistency between organizational goal and societal expectations. Here are refer to the efficient and effective communication is one of method to ensure the image of organization is in good condition. For this subject was using a 'practitioners' which is refer to the organization and staff meanwhile 'public' is refer to the customer itself.

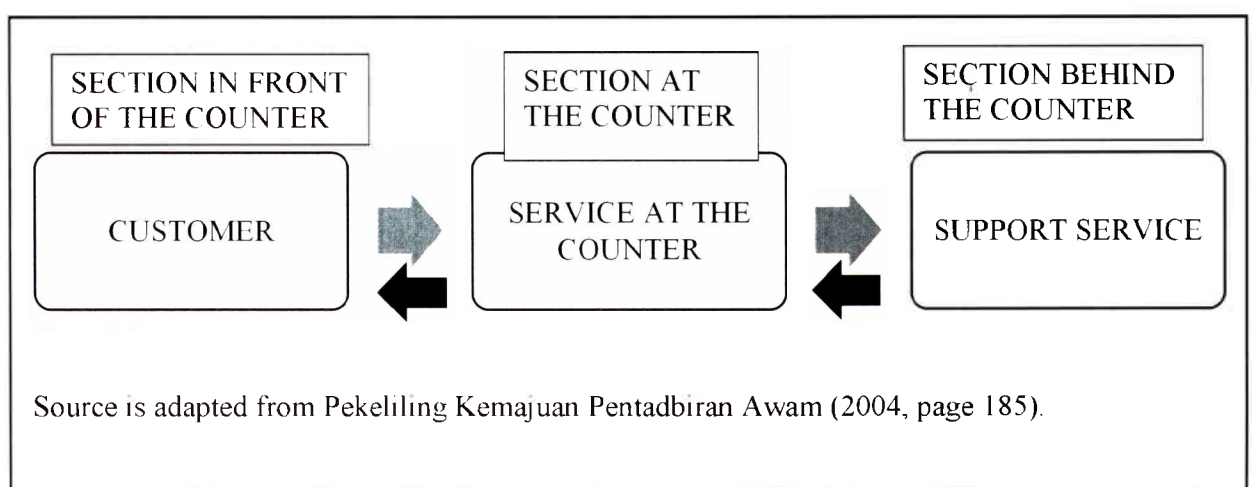
Based on the statement that Lattimore (2007) was stated , I was reflect during my internship program whereby I was using two way communication with the public or customer. Two way communication here is refer to the good communication start with supplying accurate information from an organization's public relation office. Thus, when I m deal with the customer regarding of registration a letter of administration, registration of adoption and so on , I need to actively interpret the public's needs and concerns to the district office. Besides, I m not only deal with the public face to face ,but I m also deal with them using a phone. Most of the public call is due to asking their LA's status either it was ready or not. When I m answering

theirs call, I need to listen carefully what the purpose that they want to asking from district office either there is pertaining about the event and otherwise. Then, I could answer theirs question based the relevant updated information that the staff already told me earlier before answer any calling from the public. After that, I could use the language based on theirs understanding because to ensure they could hear clearly the organization message accurately. This two way communication is very important to ensure the information can be sending accurately with the customer.

3.3.3 Service Management (ADM570)

The success of service organization is lies in the perceptions of customer towards the service quality of existing counter services. Basically, this counter service is play a vital role in determining the success of service organizations because it is one of the primary image building features in the organization. Thus, both private and public sector image are depend heavily on their organization's counter service to serve their customers and meet the customers need. Generally, the concept of counter service can be described on the figure below:

Figure 3.3.3 Concept of Counter Service



Based on the figure 3.3.3, the counter service concept in the Malaysian public sector consist three main component such as section in front of the counter which is the

customer, Section at the counter that is the service at the counter and lastly the section behind the counter which is the support service.

The section in front of the counter refers to the waiting area where the customers awaits their turn to be served. Then, reflect during my practical training, in this district office was provide a chair for the customer seat for waiting the turn. Besides, while their waiting for their turn, it was also provide a reading materials such as newspaper, magazines and also television as an entertainment if theirs turn is long. District office was provide the sufficient and appropriate facilities such as visible notice boards and signage, accessible inquiry counters, comfortable waiting area where sufficient seats are available and a systematic queuing system.

The section at the counter refer to the place where the counter staff interacts directly with the customers. This is the place where the service delivery take places and the stage where the counter staff meets the customers , provide service and terminate the service. During my practical training, I was placed in the counter service for four weeks which is I deal with the customer regarding of a probate matter and adoption matter. Here, I was recognized how the real situation when I m being part of the staff to interact with the customer and in this section is very stressful due to making a conversation with different purposes, different background of customer and different behavior.

On the other hand, the section behind the counter service refer to the role that management and staff plays. These role include planning, controlling and evaluating all the undertaken decision with the available information. In this section monitor daily administrative activities while ensuring that all staffs and officers contribute and supports the decision and planning made. Then, when I doing internship here, I was see on my own eyes the real situation of the behind the counter service whereby I

could do some task such as photocopy the document, key in the Letter of Administration, checking the status of customers on the book records and also in the system and many more. Thus, these three component are interrelated where each component plays an important role in determining the success of an organization service delivery process.

3.3.4 Management Information System (CSC408)

Information system can be defined as a the process and tools for storing, managing, using and gathering of data and communications in an organizations. Based on the Chapter 6 in note CSC408 which is focusing the Foundations of Business Intelligence: database and Information management and enhancing decision making, was stated that to assess the role information policy, data administration and data quality assurance in the management of firm's data resources. This kind of database that I have learn in the district office is called a routine system whereby in this district office have their own database especially in the registry unit for doing a filling. We could checked the missing letter, re-check document or letter in the file system.

Apart from that, in chapter 1 note CSC408 was explained about the using of the Microsoft Excel. During I m practical training, I was using this Microsoft Excel to key in the data. All the data that need be key in is just the updating the profile of JKKK and any document that related with the JKKK matter. Therefore, using this Microsoft Excel is much better other than using a manual way in writer form. Thus, this subject is related with the task that I have during the practical training.

CHAPTER 4

RECOMMENDATIONS

4.0 Introduction

In this chapter was focus on the strength and weakness of the organization and also need some solution for improvement. There are consist three section such as Section 4.1 explained about the strength of the district office, Section 4.2 discuss about the weaknesses of district office, Section 4.3 provide some suggestion for improvement for district office and lastly is 4.4 is the chapter summary .

4.1 Strength of District Office

Based on my view regarding of this organization where I placed as my practical training is there have a few strength that I didn't expect is cooperation given by the employee is very high. It can be seen during the critical time when all of the staff are busy to handle the election course preparations , they are still concern with us (a trainee) where we are student intern are still blank when we are interact with the public. Thus,we need them to assist us how to solve that problem occurred.

Besides, they are open minded and listen to our opinion regarding of making some improvement for that department. For instances, while in counter services, there are no systematically for the customer do a consultation which mean that the earlier customer could wait for a long time meanwhile the other customer who are coming late could be serve first. Then, we are suggest to make a token number like the banking system done and it was approved by one of the Administrative Officer (N41) to implement that system in the counter services.

Moreover, the high integrity principle are perform by the civil servant. This kind of environment that I m also didn't expect whereby District officer Encik Awang Yusup bin Awang Mostapha can be a role model for the other civil servant because he was

coming the office earlier than the other staff. He comes to the office around 7.30 am everyday . The others staff also come earlier because they want to finish their task as soon as possible but then, all the staff also willing to do a overtime job if there are necessary . Therefore, if theirs task are still many, they could come to the office for doing a overtime during weekends.

Addition, there are showing a good culture and environment made by the civil servant. Here are refer to they are always make the culture of friendly to everyone, respectful, and practice the concept of 5S which is right now are called EKSA (Ekosistem Kondusif Sektor Awam). The culture of friendly is can be seen when all the staff willing to share anything related with task such as sharing a PC for do a task given , foods, sharing a knowledge , sharing an experience with the student practical and act all of us (a trainee) as theirs family. Therefore, respectful here can be refers to we are trainee respect them as a senior employee even though certain of them are same age with us but they are didn't want us to being more formal while do a conversation and they are also respect us in term of listening our opinion. Practice of EKSA's concept is one of the method which can make the environment in this district office are more systematic and looks nice to see because in this district office is the place that public always coming in and out.

4.2 Weaknesses of District Office

However, in this district office have a few weaknesses which occurred in the organization. I had noticed that have two weakness during practical training period. First weakness is lack of PC equipment provided. This is due to the limitation of PC and only enough for the staff do their task and then there are also not providing any extra PC for the trainee do theirs task. The space for trainee is very comfortable but then when part doing a task which is related with the PC is kind of problem which all the trainee need to bring theirs own laptop for do theirs task.

Second Weaknesses is the ID card. This ID card are refer to the difficulties for the trainee coming in and out within this office. The problem ID card is , this office is not provide a ID card for the trainee which is make a difficulties for us (a trainee) to coming in and out in this office. This is due to the all the door for each section need to scan the id card and we are just borrow the staff id card for going to the other unit or department. Unfortunately, if the staff are going to attend the course, and left us with a few staff then it could make us difficulties to coming in and out for every section in this office. We could wasting time for waiting the Id card who are bring or hold that id card for going to the other section and it would make the customer give the negative impression due to waiting for a long time and it can be difficult to retain the customer loyalty and trust.

4.3 Recommendations

Based on the weakness that have been explained, there are a few recommendation to improve the management in the District Office by provide a sufficient PC equipment and provide a ID card for all the trainee.

First recommendations is provide a sufficient PC equipment. This is because if there are enough PC provided, it could make easier to all the trainee to do their task and didn't waste the time for waiting whereby need to sharing with the staff. All the staff need to using their own PC because they have own task to finish it but then, all the trainee could help them if there are sufficient PC for them . Besides, all the task might be run in efficient and effectively due to cooperation between this permanent staff with the trainee. There are also not looking into the positive result in term of efficiency of job but it also make the trainee are feel welcoming to the office and able to learn something new using the PC office because all the government database information could be inside that PC.

Second recommendations is provide a ID card for all the trainee. This is because to avoiding any problem that occurred such as there are having any urgency matter that need to going the other section for resolve that matter. Advantages of provides this ID is easier to the trainee coming in and out within this office. Therefore, it was not only give benefit to the trainee it self but it was give benefit to the permanent staff whereby they didn't afraid if their id card could be loss. Thus, apart from that, the system could be analyzed the punctuality of the trainee comes to the office and in this other hand could be avoiding the supervisor in charged for the trainee is being bias while do a judgment because of only doing by his or her observations.

4.4 Chapter summary

In this chapter has explained about the strength and weaknesses of the district office. It is also provide some suggestion for the improvement management in this district office for the future to enhance the management of the organization in good total quality either inside or outside.

CHAPTER 5

CONCLUSIONS

5.0 Introduction

Internship program is part of the program that expose the student about the real life of the working environment. This internship program or the others word is “practical training” is showing the benefit toward student as a trainee in the organization that they choose as a placed they doing a practical training such as they would learn about the organization system and gain more experience from that. Therefore, adoption the theoretical knowledge that have been learn in the classroom able to use in the practically during the working environment. As a conclusion, after done doing a practical training at the district office, sibu which is one of the government agencies , I gain a lot of experience and learn everything that are beyond my knowledge which is before this I was learn and know in theory during classrooms about the environment of the government agencies but then when it comes to do a internship programs, I was realized the real situations and also all the challenges that I could face on my eyes. In this chapter , I will conclude the report based on each part which include 5.1 until 5.5 that are represent chapter 1 until chapter 5.

5.1 Chapter 1

In chapter 1 , I was explain about the background of the district office sibu. The background show the introduction of district office at the sibu area. This district office sibu are currently have two local authorities namely Sibuluan Municipal Council (SMC) and Sibuluan Rural District Council (SRDC) that administers Sibuluan Town and Sibuluan rural area respectively. Then, moving on to the next section which I was discuss about the district office mission and vision whereby they have short and long term strategic

planning for ensure their organization are capable in the bottom up line which is able to competitive with the private sector. Then, I was focusing on the district office objective whereby it is one of their target to achieve until they able to become one of the good public service delivery in the state government and also for the Malaysian government itself. After that, I m also attach with the organization structure whereby I had that sources is from the Official Portal SibU Administration. Therefore, I also discuss about the Client Charter district office which is there are the promises that district office would made for the customer to gain the trust and positive impression from them regarding of the service deliver done by the district office itself. Addition, I was explain about the core business in the district office and also attach with the discussion of the other relevant information that suitable for prove the main function of district office sibU.

5.2 Chapter 2

For this chapter 2, I had explained about the task and jobs I have done during the practical training at District Office, SibU. Based on the task given, I was placed in four department such as probate unit, adoption unit, registry unit and also development unit. Throughout all this section, I was have a different task and learn a new thing based on the section. Each section have their own way how to handle it. Madam Sharifah Lailatul Mubarakah Binti Wan Lili is my supervisor who are in-charged the practical student. She also guide me and give the instruction what should I do before she made the schedule for me. The purpose of this chapter is to ensure the trainee able to explore the major task in that organization done and it is also have related with the subject that I have learn in the university.

5.3 Chapter 3

In the chapter 3 was focusing the task implemented in the organization can be relate with the past semester subject which had been learned before. Thus, a few subject that I choose such as Ethic in administration (ADS452), Public Relation (PRO458), Service Management (ADM570) and Management information Systems (CSC408) which is very related with the task I have done during the practical training. This subject is one of the theoretical knowledge that I have learn in classroom and when going to the internship program which is the real situations , I was realize the view of the reality is more difficult other than just understand the theoretical part and just give the opinion regarding of why the public service delivery always fail to perform better especially when they could face with the different people, different language, different background and also different behavior.

5.4 Chapter 4

In the chapter 4, the main focus is recommendations based on the weaknesses in the organization. Therefore, I also explain about the strength of the organization whereby it was one of the positive view that I have conclude. The weaknesses that I found is make me do some suggestion how to improve it for the future. The purpose of this improvement is not only focusing on the benefit for one party only but for the both party which means the permanent staff and the trainee. Thus, it also recommendations for the organization itself for improve according to the limitation that they should be noticed.

5.5 Report Summary

I was done my internship program at the District Office, Sibul starting from 24th July 2017 until 15th September 2017 equivalent with the two month. During the practical training, I was placed in four department such as probate unit, adoption unit, registry unit and also development unit. Mostly I was placed at the counter service for four weeks which is manage the probate unit at the counter service and also adoption unit at the counter service also. I have gain many knowledge based on the cooperation given by the employee to teach me about the new thing that I learn such as how to help the public to register letter of administration, register adoption, and many more. Therefore, I need to know the requirement that must fulfilled by the customer if they want to register this kind of application. Moreover, I also gain the experience to attain any activity that are provide by the organization such as *The wild Idea Club Competition* and attending dinner *Malam Aspresiasi Bersama Datu Dr. Sabariah, Timabalan Setiausaha Kerajaan Negeri*. Besides, since I m doing practical training in district office, I able to improve my communication skill such as the way of my communicate style, the languages that I should be used must be properly and based on the public understanding. Thus, most of the Chinese customer didn't understand Malay language, then they request explain in English. So, it is the reasons why our campus put the English class is being part of the major syllabus due to the easier to convey with the other public. Moreover, I also can develop the other skill such as teamwork skill during manage the event of the wild idea competition and also critical thinking and problem solving skill. This critical thinking and problem solving is part of the organization always could face everyday due to the small matter but then it could be a big matter if there is no strategies for resolve that problem immediately. For instances, in district office sibul always facing with the customer who are always

asking about their status of LA, JPN, E-kasih and many more. They might be angry if their status is not verified yet and we must convince them and also persuade them to be patient a little bit more time for verification of their status.

As a conclusion, I would like to suggest with the faculty that extend more time for the internship program because the duration given is too short to learn more about the organization system. The long time should be given like a three-month or six-month is much better to ensure that students have a capability of doing their tasks in the working environment and not only gain many pieces of knowledge but also gain many experiences in their organizations that they choose as places for doing practical training. Therefore, it was given the opportunity to the trainee to develop their skills as much as possible during their performance in the organization. The more knowledge, the more experience, the more skills they are able to develop, it might be able to show the ability of the student to be more marketable for the future and easily to compete with other students.

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