



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCE (HONS.)

PRACTICAL TRAINING REPORT

**ANALYSIS ON THE PRACTICES OF EVENT MANAGEMENT IN ROAD SAFETY
DEPARTMENT OF SARAWAK**

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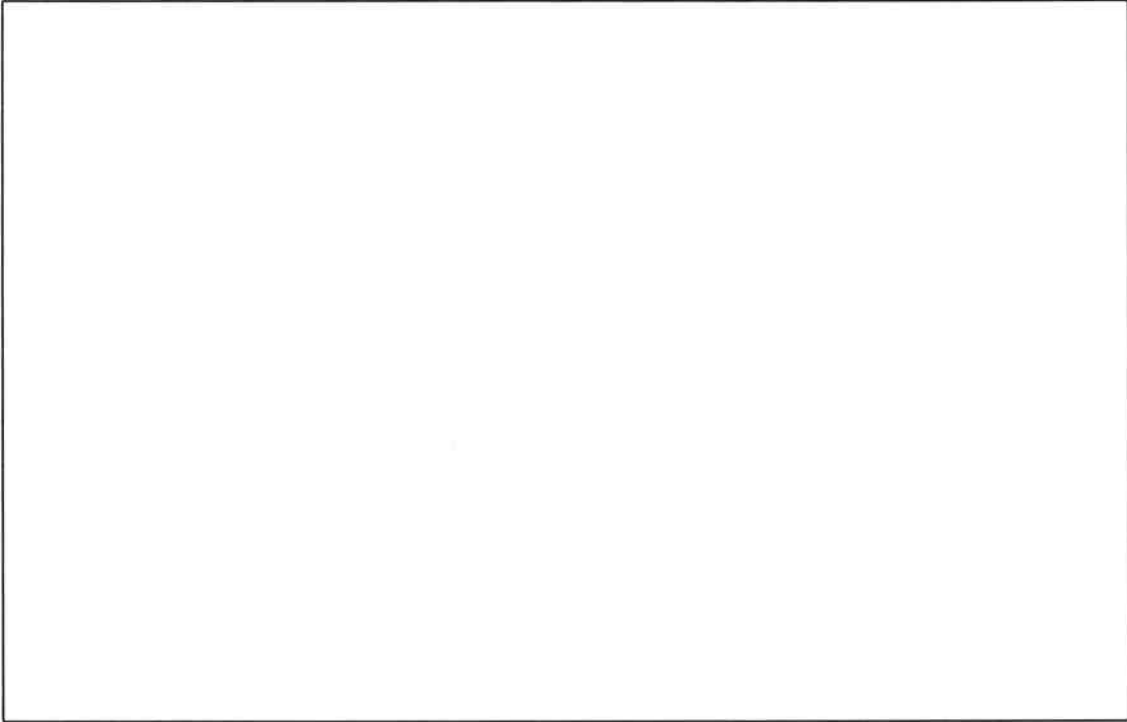
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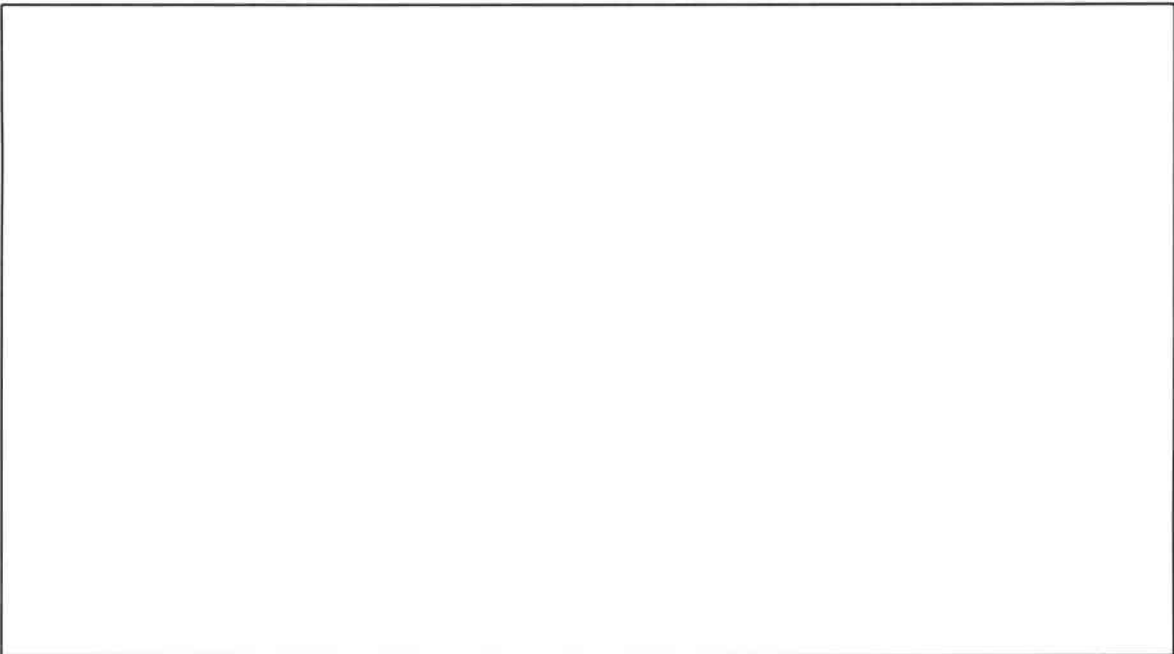
REFERENCES

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Supervisor's Comments

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Moderator's Comments

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**CLEARANCE FOR SUBMISSION OF THE PRACTICAL TRAINING REPORT BY THE
SUPERVISOR**

Name of Supervisor : Mdm Arenawati Sehat Bt Hj Omar

Title of Report : Practical Training Report in Road Safety
Department of Sarawak

Name of Students : Nurfazila bt Hj Zulaihi

I have reviewed the final and complete practical training report and approve the submission of this report for evaluation.

()

Date:

Acknowledgement

I praised the almighty Allah for giving me the strength and patience to complete the report on "Practical Training Report in Road Safety Department of Sarawak".

I would like to express my gratitude to all those who gave me the possibility to complete this practical training report. I am deeply indebted to my organization supervisor, Mdm Arenawati Sehat Bt Hj Omar for invaluable and stimulating suggestions and encouragement, which helped me in all the time of the practical training program and for the writing of this report. I want to thank to all the staffs of Road Safety Department of Sarawak. Without their help, this report might not have been completed successfully. My heartfelt thanks to the Director of Road Safety Department of Sarawak, Mr. Rano Aylwino Akat and I would also like to thank Mr. Fairuz Hidayat Merican Bin Wan Merican for being the subject coordinator which is Practical Training (ADS666) and also for his efforts in giving us a lot of guidance on how to carry out the practical training effectively. Finally, I would like to express my gratitude for the love and encouragement of my family and my fellow internship training students.

Lastly I would like to apologize for any weakness or mistakes that I have made throughout the process of making this practical training report into reality.

Declaration

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

CHAPTER 1

INTRODUCTION

CHAPTER 1

INTRODUCTION OF THE ORGANISATION

1.1 INTRODUCTION

In this chapter, it will explain on the background, vision and mission of Road Safety Department of Sarawak. The client charter, organizational structure and corporate structure also will be explained in this chapter. Other than that, the achievement and recognition of this department and the health, safety and environment policy also will be include in this chapter.

1.2 BACKGROUND OF ROAD SAFETY DEPARTMENT

JKJR was established on 15 September 2004 as a leader in road safety advocacy to increase the awareness of road users on the importance of road safety and ultimately reduce deaths and injuries caused by road traffic crashes. JKJR is also the Secretariat to the Road Safety Council of Malaysia (NGO).

At the State department acts as the implementing body of all programs include education, enforcement, engineering and environment as planned by the department headquarters. The department also focus on the Malaysian Road Safety Plan 2006-2010 and the Annual Road Safety Plan RSD. Both the plan and annual plan which was to be implemented across all the road safety agenda campaigns, education, research, investigation of accidents, road improvements identified accident-prone, data collection and processing of accident data, coordination of enforcement, coordination of the victims of the treatment program and increasing awareness of the benefits of safety equipment includes the major functions as follows:

- i. Human resource management, administration and finance at the state level as the prime coordinator and champion of the programs of road

- safety among government agencies at state and local governments and the private sector and NGOs.
- ii. Help MIROS and department headquarters in the investigations of cases of fatal accidents as the First Respondent, provide logistical support to the investigation team MIROS properly conduct its investigations and to obtain reports from Puspakom, Police and Health Ministry.
 - iii. Implement various road safety programs at the state level in collaboration between headquarters and the department and the state MKJR.
 - iv. Implementation of the 'Community Based Programs' to support the Road Safety Education program in schools including school traffic warden, traffic in the vicinity of the pleasure of the school, according to a safer route to school - Route Bicycles / Motorcycles and Road Safety Club website, posters, traffic contests and quizzes.
 - v. Implementation of the 'Community Based Programs' that supports the use of helmet in Rural Areas.
 - vi. Coordinator for the treatment / rehabilitation frequent accidents.
 - vii. Help MIROS to provide logistical support to undertake public interest issues in the field of road safety as a review of speed limits, signs of Road Safety (Road Traffic Signs Review), the implementation of trauma management, use of safety belts and the like.
 - viii. Implementation of the festive season campaigns and other national campaigns such as the World Road Safety Week (Global Road Safety Week), Circulation Radial Motorcycle Stickers, Car Stickers, Road Safety Leaflet Distribution and others.
 - ix. Implementation of education programs on road safety (PKJR) to the public, including students, parents, teachers, village, estate, rural areas, Felda and others.

- x. Preparation of weekly reports (via e-mail), monthly and yearly road accidents in the State in writing.

1.3 VISION

- **"Zero Fatality due to road accidents"**

The philosophy behind this is that we accept that road users can and will make mistakes on the road but it should not cause death or serious injuries.

1.4 MISSION

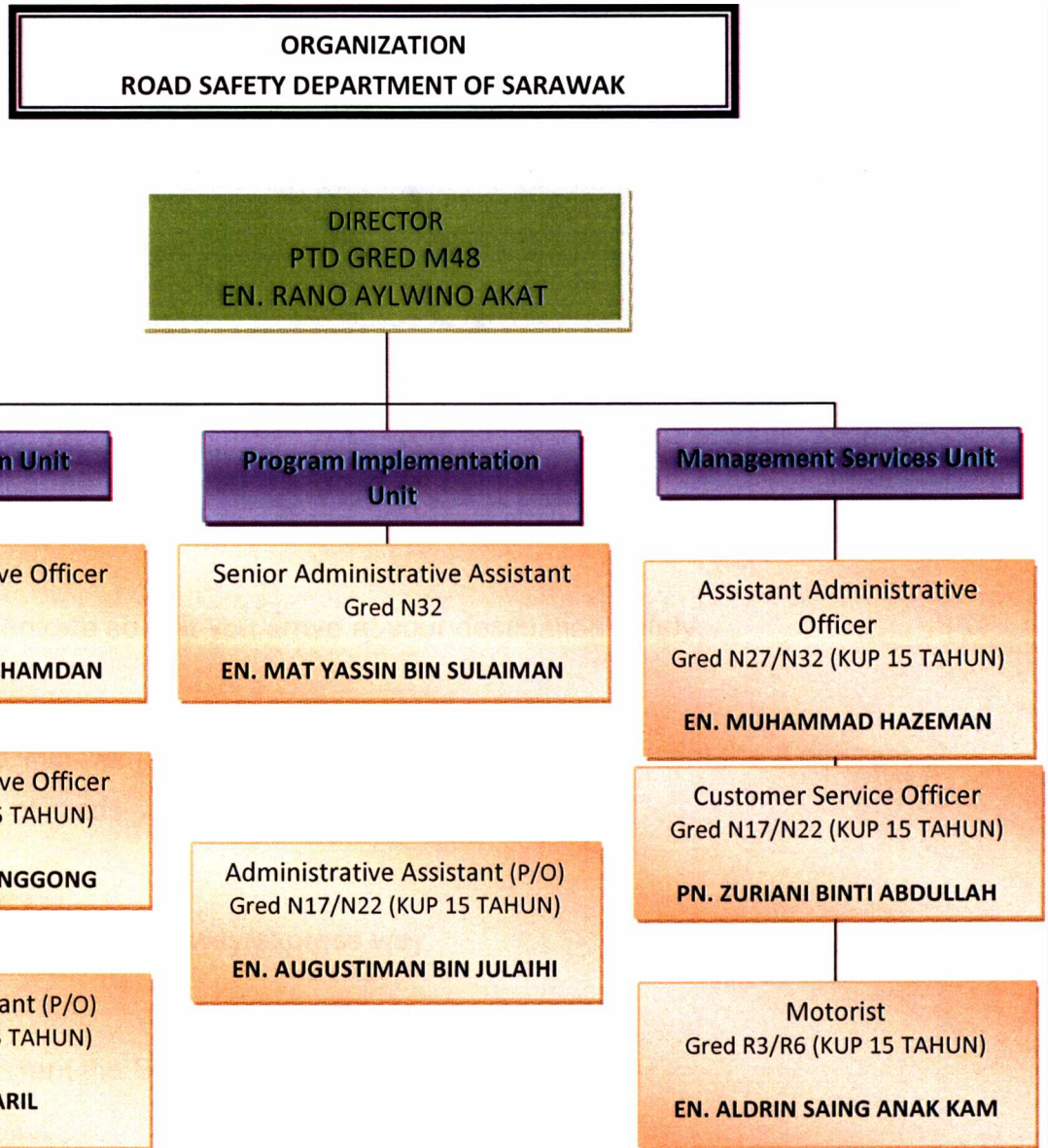
- To make Malaysia on par with developed nations in terms of road safety by 2020 with the fatality index of 2 deaths per 10,000 registered vehicles in line with the United Nations Global Decade of Action for Road Safety 2011 - 2020.

1.5 CLIENT CHARTER

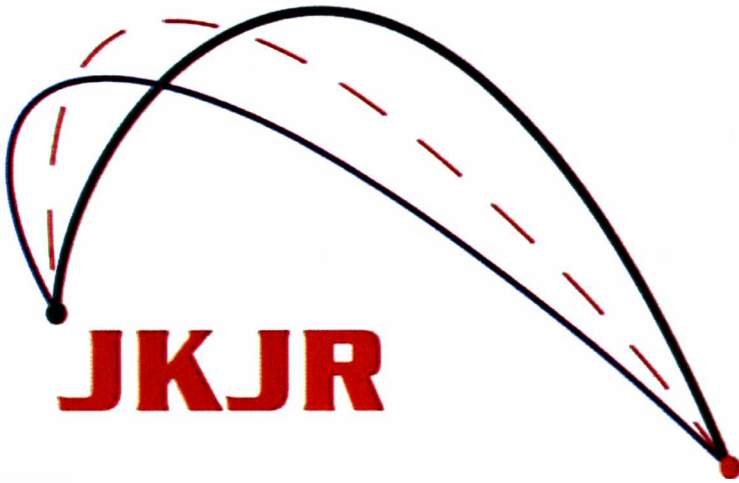
We are committed in providing the best service delivery in implementing these activities:

- i. To carry out road safety advocacy campaigns throughout the nation at least once a week.
- ii. To coordinate the launch of the National Road Safety Festive Season Campaign for the Hari Raya Aidilfitri and Chinese New Year celebration annually.
- iii. To coordinate the Annual General Meeting of the Road Safety Council of Malaysia once a year.
- iv. To respond to complains within 3 working days.

1.6 ORGANIZATIONAL STRUCTURE



1.7 DEPARTMENT LOGO



The meaning & definition of RSD's logo is as follows:

Red Dot

- Concentrate so that you arrive at your destination safely.

3 Lines

- The 3 lines with different thickness and colours represent the 3 different types of roads.

Green Line

- Represent the highway/express way.

Red Line

- Represent the State roads.

Blue Line

- Represent the Federal roads.

Shape of the line

- Represent the various means of ensuring a safe journey to your destination.

Shape of the logo

- The modern shape of the logo represents the latest and most recent road safety features.


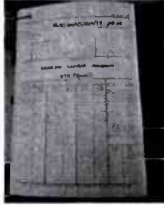
CHAPTER 2



SCHEDULE OF PRACTICAL TRAINING




CHAPTER 2
SCHEDULE OF PRACTICAL TRAINING



In this chapter, there are the daily activities that I had done at the Road Safety Department for 5 weeks of practical training. I had been guided by a staff according to the section in the department.

Bil.	Week	Date / Day	Activities
2.1	1	16 th of July Monday	<ul style="list-style-type: none"> i. On my first day training program, one of the staff, Mdm. Zuriani Binti Abdullah teach me how to use punch card machine ii. After that, a bit briefing about administration in the department by the Assistance Administrative Officer Mr. Redzuan Bin Hj Hamdan iii. Administration in the department : <ul style="list-style-type: none"> - Personnel - Event administration - Filing - Stock keeping iv. Mdm Zuriani introduced me to all the staff and the upper level management v. I also been introduced the pantry, toilet, meeting room and other rooms


		<p>17th of July Tuesday</p>	<ul style="list-style-type: none"> i. There is some work to do on that day. I have been asked to do newspapers cutting on the article regarding to the safety on the roads, accidents and other issues that relate to department ii. The newspapers cutting must be yesterday newspaper iii. After do all the paper cutting, it will be stick on the A4 paper iv. On the newspaper cutting that stick on the A4 paper, there must be a heading which include : <ul style="list-style-type: none"> a. Date of the newspaper b. Which company of the newspaper <div style="display: flex; justify-content: center; gap: 20px;">   </div>
		<p>18th of July 2012 Wednesday</p>	<ul style="list-style-type: none"> i. Adjust the mistake on the newspaper cutting file. There are some corrections to be made ii. 5s activities iii. Learn how to make a formal letter, reply and request letter

		<p>19th of July 2012</p> <p>Thursday</p>	<ul style="list-style-type: none"> i. As usual, doing some newspaper cutting. Search for road safety article and the issues regarding with accident and other articles relate with JKJR ii. Another task, done some filling process for the letter from other department iii. There are five category of files: <ul style="list-style-type: none"> a. SUP Sarawak/ Agensi/ Jabatan Persekutuan b. Naziran c. Majlis Keselamatan Jalan Raya Negeri Sarawak d. SUK Sarawak/ Pejabat Residen/ Majlis Tempatan e. Kempen / Advokasi JKJR <div style="display: flex; justify-content: space-around; margin-top: 10px;">   </div>
		<p>20th of July 2012</p> <p>Friday</p>	<ul style="list-style-type: none"> i. I met the Director of Road Safety Department of Sarawak. I introduced myself to him and explained what course I'm taking in the university ii. He explained to me about the Department and job specification and job analysis iii. Learned how to fax letter. I faxed letter to our Facilitator in UiTM Sarawak regarding with the registration letter at my practical training department

2.2	2	23 st of July 2012 Monday	<ul style="list-style-type: none"> i. As usual, do some newspaper cutting on the issues of: <ul style="list-style-type: none"> a. Road safety rules b. Accident tragedy c. Other issue that lead to hazard on the road ii. I have been placed at the Customer service department. I learned picked up call and to use fax machine. iii. Help to monitor the supplier rearranged the helmet at the store. <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <ul style="list-style-type: none"> iv. Binding some documents for the staff. Documents on Motivation Theory which important as reference for each of the staff in that department. <div style="text-align: center;">  </div>
		24 th of July 2012 Tuesday	<ul style="list-style-type: none"> i. Newspaper cutting ii. Learned how to make 'File Table' / 'Fail Meja'.

		<p>25th of July 2012</p> <p>Wednesday</p>	<ul style="list-style-type: none"> i. Newspaper cutting ii. At store section. Packed all the brochures on the road safety rules and poster in a box. All the items will be sent to 8 districts in Sarawak. iii. Learned how to record stock. iv. All the brochures, posters, helmets and other things will be record in a providing form which filed in and out stock file. <div style="text-align: center;">   </div>
		<p>26th of July 2012</p> <p>Thursday</p>	<ul style="list-style-type: none"> i. Newspaper cutting ii. Key-in the letter from other organisation either private or public organisation in a particular book.
		<p>27th of July 2012</p> <p>Friday</p>	<ul style="list-style-type: none"> i. Newspaper cutting. <p>Key-in the letter from other organisation either private or public organisation in a particular book.</p>

2.3	3	30 th of July 2012 Monday	<ul style="list-style-type: none"> i. Newspaper cutting for Friday, Saturday and Sunday newspaper. ii. Key-in letter received in a particular book. iii. Communicate with other department to check and confirm on the event planning. This can be make whether through phone call or letter or fax. iv. I'm apart in the event planning today. Learned how to manage the event for the following month.
		31 st of July 2012 Tuesday	<ul style="list-style-type: none"> i. Newspaper cutting ii. Learned how to organized the road safety campaign. iii. Key-in in and out the letter received and sent from or to private or public organisation in the particular book. iv. In the finance section. <ul style="list-style-type: none"> - Learned how to key-in voucher - Learned how to settled the payment for facilities rent, utilities and etc. - Learned on how to claim allowance. - In the afternoon, follow the financial officer to the Jabatan Akauntan at Simpang 3, Kuching.

	<p>1st of August 2012</p> <p>Wednesday</p>		<ul style="list-style-type: none"> i. Newspaper cutting ii. Handle the Naziran from Jabatan Akauntan Negara. Setting up their room for them. iii. A bit briefing on how they audit the financial of the department. There are regarding with voucher, punch card, claimed, salary, bonuses and etc. iv. Auditing procedure: There are two meeting – a.) Entry meeting b.) Exit meeting. 
	<p>2nd of August 2012</p> <p>Thursday</p>		<ul style="list-style-type: none"> i. Newspaper Cutting ii. Stamp on received fax paper and compile it in the [articular file iii. Prepared for event of Road Safety <ul style="list-style-type: none"> - Check the venue - Target audience - Date and time - Media coverage
	<p>3rd of August 2012</p> <p>Friday</p>		<ul style="list-style-type: none"> i. Newspaper cutting ii. Learned how to prepare for press conference and other media. Two specific radio station are Cats.fm and RTM.

			<ul style="list-style-type: none"> iii. Learned how to prepare speech for Senior Officer for media conference. iv. Deal with the media and also will be deal with Jabatan Penerangan before released the press conferences.
2.4	4	6 th of August 2012 Monday	<ul style="list-style-type: none"> i. Newspaper cutting ii. Wrote a letter on "Minit Mesyuarat" after attended a meeting on Accountant department and Asset Department. iii. Our Senior officer on air with Cats FM : its regarding with road safety iv. Weekly meeting : every Monday, will be held a meeting for all the staff of department : There are meeting on previous task that had been done such as event or any road safety event. : In this meeting they will update all the future activity and event for department.
		7 th of August 2012 Tuesday	<ul style="list-style-type: none"> i. Stamp on any fax letter received. ii. Newspaper cutting iii. Breaking fast with the Shell Company at Pullman. iv. Campaign at Sibu was held where 2 of the staff in the department had been there for the event.

		8 th of August 2012 Wednesday	<ul style="list-style-type: none"> i. Newspaper cutting ii. Filing system: file in all the letter from SUPP, SUK, or any organisation either private or public sector. iii. Learned how to make a leaves or any travelling claimed from the finance section.
		9 th of August 2012 Thursday	<ul style="list-style-type: none"> i. Newspaper cutting ii. Meet the supervisor for checking my Log Book and update any task to be done. iii. Given a task to learned on leave arrangement for the staff during festive season.
		10 th of August 2012 Friday	<ul style="list-style-type: none"> i. Newspaper cutting ii. Prepared the equipment for campaign tomorrow. Campaign on "Jom Merdeka Raya" at Petronas Kota Samarahan, collaboration with Petronas and PDRM. iii. Sending all the equipment at the petronas as an actual preparation for tomorrow event.
2.5	5	13 th of August 2012 Monday	<ul style="list-style-type: none"> i. Newspaper cutting ii. One of lecturer from my faculty attends for evaluation. (Mdm. Arenawati Sehat) iii. Making some report regarding with last Saturday event, where to know whether the campaign was successfully done and its run smoothly.

		14 th of August 2012 Tuesday	<ul style="list-style-type: none"> i. Prepared all the brochures and the goodies bags and all the equipment for tomorrow event at Serian and Petronas Samarahan. ii. Newspaper cutting.
		15 th of August 2012 Wednesday	<ul style="list-style-type: none"> i. Event: campaign on Merdeka Raya – Road Side Campaign Hari Raya Aidilfitri at 2 different places. <ul style="list-style-type: none"> - First place at Petronas Kota Samarahan near to Kelab Golf Sarawak at 8:30am collaboration with Pejabat Residen Samarahan - Second place at road side of Serian. The event start at 3pm.
		16 th of August 2012 Thursday	<ul style="list-style-type: none"> i. Preparing goodies bag for another event at Miri cooperate with Petronas Miri.
		17 th of August 2012 Friday	<ul style="list-style-type: none"> i. My last day of internship at JKJR Sarawak / Sarawak Road Safety Department. ii. Meet the supervisor for the final observation and to fill in the form given for the practical marks.

CHAPTER 3

**ANALYSIS ON THE PRACTICES OF EVENT
MANAGEMENT IN ROAD SAFETY
DEPARTMENT OF SARAWAK**

CHAPTER 3

ANALYSIS ON THE PRACTICES OF EVENT MANAGEMENT IN ROAD SAFETY DEPARTMENT OF SARAWAK

3.0 Introduction of Event Management

Event management define as the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry. (wikipedia)

In the Road Safety Department, the type of event their event is the organisational event. The organizational event is the event that held by the organisation. It consists of a group of member in the organisations that cooperate in making the event. For example campaign, commercial, political and others that relate to organizational event. This department frequently had done the campaign regarding with the road safety campaign.

Therefore, in this chapter I will explain more on the event management and how the sequence in managing the event. Furthermore, there are sample for the tentative of the event on “Jom Merdeka Raya” at Petronas Kota Samarahan that was held on 10th of August 2012. There is the tentative program as shown Table 3.

Table 3 Tentative Program for “Jom Merdeka Raya” Campaign

Time	Activity
08.00 am	Arrival of all the staff in the department. Arrival of VIPs, Speakers and Guest
9.00 am	Opening Ceremony Doa's Welcome speech by Manager of Petronas Samarahan Opening speech by Manager of Road Safety Department.
9.30 am – 11.30 am	Distribute the goodie bags and helmets
11.30am – 12.00pm	Lunch/ Break
12.00 pm	Campaign End

The purpose of this campaign was to increase the awareness on the road safety. Their target audience are driver, motorcyclist, the cyclist and also the pedestrian. In this campaign, there is the collaboration with the several organizations which are the Petronas Company, Residents Department of Samarahan and also the Road Transport Department. Therefore, Road Safety Department focused on event management because it helps a lot during this campaign and also in managing the other event of the department.

3.2 Social Marketing Plan for “Jom Merdeka Raya” Campaign

3.2.1 Background

In the Road Safety Department of Malaysia, this department are making a lot of event regarding with the road safety. There are organized the campaign for the public's and to increase the awareness on the road safety. The road safety is for the driver, motorcyclist and the cyclist and also the pedestrian. The Road Safety Department will co-operate with several organisation either private or public sector.

In event management there must be event manager who control all the process of the event before and after the event happen. He plans and executes the event. As in the Road Safety Department there is event on the Road Safety Awareness Campaign. There are several objectives of the Road Safety Awareness Campaign which is to educate everyone on how road users can contribute towards improving road safety and refrain from bad habits and behaviour while on the road.

The Road Safety Department will ensure the campaign will run smoothly and achieved the objectives of the campaign. This may involve a lot of department and organisation either public or private sector. For example a few months ago, before the Hari Raya Aidilfitri in the Fasting month, the Road Safety Department of Sarawak had organized the campaign collaboration with the Petronas, Residents Department of Samarahan and also the Road Transport Department.

3.2.2 Objectives

There are the objectives of the “Jom Merdeka Raya” campaign:

- i. To develop, promote, collate, and disseminate information on good practice in road safety education, training, and publicity throughout Kota Samarahan.
- ii. To assist Road Safety Department and also other department in maximising the potential for casualty reduction through education and publicity.
- iii. To improve road infrastructure by identifying and eliminating accident black spots. Road infrastructure improvements can contribute towards reducing the frequency and seriousness of road traffic accidents. The early detection of abnormal traffic conditions and the transmission of relevant data to drivers can help to improve road safety.
- iv. To reduce the number of accidents involving heavy goods vehicles and regulate the training of commercial drivers and compliance with driving and rest periods.
- v. In view of the growth of heavy goods traffic, it is necessary to continue to improve the safety of the Kota Samarahan road network. Driving heavy goods vehicles is one of the most dangerous professions, and commercial drivers also have a right to a safe working environment in line with the standards on working conditions.

3.2.3 Segmentation and Selecting Target Markets

There are other aspects in event management which is Segmentation and Selecting Target Markets. In the Road Safety Department, they need to know the segmentation of the campaign that they make. In segmentation, they are using two segmentations where as the demographic segmentation and behavioural segmentation.

Demographic segmentation are include the age, gender, stage of life cycle, social class, level of education, income level and residential location of the target audiences. For the road safety campaign, there will be only focus on the age, gender, and residential location. They only focus on that particular part of demographic segmentation because, their objectives are to increase awareness among all level of age and also they want to make the campaign for the whole state of Malaysia. For example, Road Safety Department of Sarawak has done their campaign at the several places like in Kota Samarahan. The campaign was collaboration with the Residents Department, Petronas Samarahan Branch and also the Road Transport Department of Serian. This campaign was held for becoming festive season which is 'Hari Raya Aidilfitri". The demographic segmentation that they used is all level of age and the residential location of the target audiences. They target all the residents of Kota Samarahan.

Then, they are using behavioural segmentation where as the Road and Safety Department show the benefits of the campaign and what the target audience need to do to get the benefits. They also might face problem from the target audience where as the target audience does not want to follow what they need to do to get the

benefits from the campaign. For example, "Road Safety Campaign", through this campaign, there are a lot of products that Road and Safety Department provide for the target audience such as "Fasten the Seatbelt" this may be a common product for the target audience, but it had a lot of benefits from the product if they buy or adapt the product.

In selecting target markets, there are several approaches for target market selection. One of the approaches is Mass Market approach, where as selecting large numbers. However, many events will require differentiated target markets that are more finely selected through the segmentation process.

3.2.4 7 P's of Social Marketing Plan

These are the 7 P's of the Social Marketing Plan below:

i. Product

Basically, product is something that provides value to a customer but not only to be tangible all the time, where as it can be intangible. It also involves introducing new product or improvising the existing products. The products must have benefits desired by the customer. It has combination of tangible and intangible attributes where as the benefits, features, functions and uses that the organization offers a customer to purchase or adapt. In law, product can be defined as a commercially distributed good that is tangible personal property, output or result of fabrication, manufacturing or production process and passes through a distribution channel before being consumed or used.

In the "Jom Merdeka Raya" campaign, there are offered intangible product. It shows that they distributed and advertised the brochures, and slogan regarding with the safety on the road. This product may not involved monetary because its depend on the behaviour of the target audience to adapt the product that they produced.

In marketing, product is a good or service that most closely meets the requirements of a particular market and yields enough profit to justify its continued existence.

ii. Price

Price is what the cost to individuals or the target audience. The perceived costs have to be less than the perceived benefits for people to act. Pricing must be competitive and must entail profit. The event managers recognized and seek to minimize other costs and burdens that customers may bear in purchasing and using a service, including additional financial expenditures, time, mental and physical effort. Price has a lot of impact on the customer satisfaction. Sometimes, customer want pay higher price because it makes them more satisfied. Price often considered the quality of the product. The price becomes an important factor for the actual service consumption to happen, after service awareness and service acknowledgement.

Price leads you to plan interventions that reduce the costs of the desired behaviour or increase the costs of the competing risk behaviour. Price does not have to be monetary but can also be non-monetary like time, effort, change in life style. In this campaign, there are non-monetary for price because the target audience just need to take some time to adapt their product and it's depend on the target audience itself to change their behaviour towards more careful while on the road. And this campaign no needs to pay any fees. Non-monetary had involved the psychological such as the driver fasten their seat belt while driving, this shows they think what the consequences if not fasten the seat belt while driving.

The monetary can be many social programs such as family planning programs; health clinics charge a fee for its products and services. This also may include the product that we bought from the shop such as the Nicotine patches for people to decreased their smoking habits.

iii. Place

Events are held in many different locations from established venues to open spaces. The venue must be practically, financial viability, facilities uniqueness, location, layout and perception. Place is where and when the target market will perform the desired behaviour, acquire any related tangible objects, and received any associated services. Place must fit or match the image of the product. Some places are neutral to the image of the product while others may be downright incompatible. The location also must be where the target audience will come, assemble, listen, and belief. It refers to the place where the target audience can buy the product and how the product reaches out to that place. This can be done through different channels, like Internet, wholesalers and retailers. Target audience expectations of speed and convenience are becoming important determinants in service delivery strategy. Place of events could be public non public, mass, individual, in the open air and in the building.

iv. Promotion

This component plays three vital roles which are providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times. Promotion stands for communication messages, materials, channels, and activities that will effectively reach your audience. The program cannot succeed without an effective communication program. Communication and promotion involves persuasion for influence attitudes or behaviour. In order to persuade, we have to know the attraction to capture peoples or target audience. For example using the mass media such as radio, television and others media.

The traditional promotions are the advertising, personal selling, publicity and sales promotion. It can be separately or mixed which depend on the communications need of the specific program or campaign. Advertising is the most important and popular tool but also the most expensive. There are different sorts of media can be use for advertising. The sales promotions include all activities to promote the product. The communications can be using other methods than advertising and it can be more broaden for example movie, TV programs and in school or in home communication. The purpose of promotion is where to tell, inform and persuade the target audience regarding with the campaign. Road Safety department have use it as their communications towards their target audience.

v. People

People can be referring to the customers, employees, management and everybody that involved in the event. In the event, we must know the people who can affect the success of the campaign/ program. For example the target audience, groups that influence the target audience, policymakers, the media, and other outside the organization. There people within the organization which from Board members and management staff. Successful event devote significant effort to recruiting, training, and motivating their personnel especially for those who are in direct contact with customers. There are also including internal and external people.

The internal person in the social marketing are the person involve in the organization or the department that organized the event. For example the staff of Road Safety Department and also the other organization that collaborate in the “Jom Merdeka Raya” campaign.

The external people is that the target audience of the event. The external people attend the event and might be performing the desired behaviour such as they may obey the rules on the road and adapt the product that the organizer of the event offered.

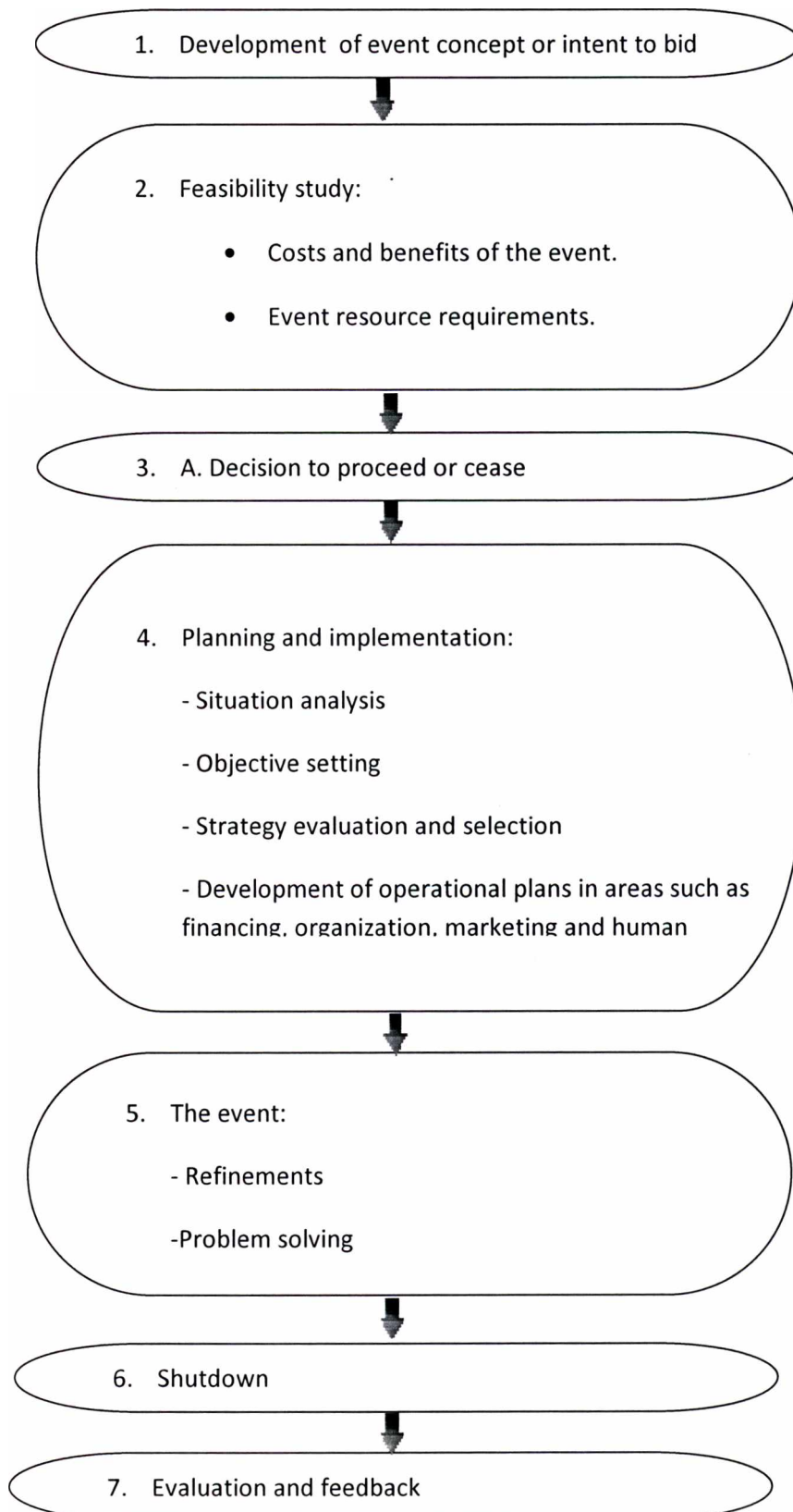
vi. Process

Process is the method and process of providing a service and essential to have knowledge on whether the services are helpful to the customers or not. Creating and delivering product elements to customers requires the design and implementation of effective processes. A process describes the method and sequence in which service operating systems work. Identifying the accurate process in the event is very important in order to make sure the event run smoothly, effectively and efficiently. This is where to achieve the goals of the event. Bad designed processes are likely to annoy customers because of slow and ineffective service delivery.

vii. Physical Evidence

Physical evidence is all tangible elements associated with a service or product in the event. This element tells public about the quality of the service that will received by target audience. This can be seen, usually promoted to exchange the target audience current behaviour. For example in the event of Road and Safety Department, they visible sensory elements of the setting in which target audience use their product such as the intangible product which influence the target audience to obey the rules while driving.

The event planning processes have their own sequences as shown below:



(Allen et al. 2002, p. 99 after Getz 1997)

3.3 Evaluation

In the “Jom Merdeka Raya” campaign, it shows that the Road Safety Department and collaborate members had fulfil their objectives where to increase the awareness among the road users and other society. Their target audience also generally had positive evaluations from the campaign. Moreover, many people reported that the campaign as reminder for them to be more careful on the road and during the festive season. Actually, there are no on the spot results for any campaign on road safety because, this also depend on the user itself or the target audience to be more aware and to be more careful while on the road. This is where the statistic of the accidents in yearly at the Malaysia recently increases due to lack of awareness on the road safety.

- **Process Evaluation**

While the social marketing program is in effect, process evaluation should take place intermittently in each part of the campaign. As detailed in the implementation phase, it includes media monitoring and analysis, as well as evaluation of program activities.

Based upon the standards set in the program objectives, the results should focus on levels of awareness, trial and continued/repeat usage. The interpretation of these measures provides direction for improvements and areas upon which to concentrate in the future. If the survey indicates low levels of awareness of the product or campaign, the program should investigate whether the media vehicles are, in fact, reaching the target audience effectively and appropriately, and whether the communications materials are memorable, understandable and consistent with the

program objectives. If there is high awareness, but low trial, this indicates that the message is reaching the audience, but other elements of the mix may be weak.

- **Outcome Evaluation**

The follow-up survey will help to identify the extent of attitude and behaviour change in the target audience, and tie it to their exposure to the campaign. These would include demographics of the users, advertising awareness and attitudes towards the campaign product.

- **Impact Evaluation**

The actual impact of the campaign is often difficult to assess accurately. Educational efforts are relatively transient and gone long before changes can be seen. This is because the campaigns change so quickly, it is impossible to determine the effect of the campaign.

- **Ethical Evaluation**

Kotler and Roberto give strong emphasis to the importance of ethics in social marketing. Whenever marketing behaviour change, it is imperative to acknowledge the need for responsibility and accountability to the people in the target audience.

3.4 Strengthens of Event Management

i. Experienced management team

Team experienced helps a lot in organizing the event. There are may have a lots of idea and skills in order to improve the previous event that they ever made. In Road Safety Department, they will retain the same person for the next event. The experience staff may know what to do before and after the event.

ii. Supportive and active network between other organisation

The organization that organized the event may build the good relationship among the collaborate teams. This may influence the performance during manage the event. For example, if there one of the staff from different department that have a bad relationship this may cause the performance of the staff decreased and not consistent. If the good relationship is build, there will be the best team because they have the same spirit and willing to do the work.

iii. Good local authority support and active officer

Active officer may influence the performance of other staff. The active officer will be more supportive and monitor the event to be run smoothly. Therefore, with a good local authority, it will be easier for the organization to make the event run smoothly.

3.5 Weaknesses of Event Management

i. Lack of marketing and media expertise

The event would not be achieved the target audience if there is lack of marketing and media expertise. In managing the event such as the campaign, it needs a wide marketing and support by other mass media. Example for marketing can be done using mass media such as the radio, television and internet. The pamphlets for the event should be full of information regarding with the event where as to make the marketing achieve their targets.

ii. Lack information about the place for the event

The manager of the event management should know more about the place for the event and also should know is there any target audience of the event. Therefore, before select the place for the event make sure the place that being choose fulfil the needs for the event.

iii. Limited sponsorship success

When there are limited sponsorship, there will be a limited of resources because low cost. It is not easy to get a sponsorship unless a good relationship among the other organization is made. Furthermore, to gain a sponsorship needs all cooperation so that it would be success. The organizer should be applying a lot of organization to gain sponsorship so that parts of the application accept for sponsorship.

iv. Competition

The competition that might the organizer of the event faced is that they may hard to win the heart and mind of the target audience. It is not easy to change people behaviour or habits. The product that they offered also must suitable and fit with the target audience which according to the segmentation of the market.

Furthermore, for example the blood donation campaign, the competition is that they hard to get the volunteers that willing to donate the blood for those in needs. Other than that volunteers for in charged in the campaign also difficult to find because no one want to work without pay.

CHAPTER 4

RECOMMENDATION

CHAPTER 4: RECOMMENDATION

In this chapter, I will explain more on the recommendation for the department to improve their event management and to run the event more effectively. There are some recommendations that help to get more target audience.

4.1 Selecting the target audience

One of the problems with addressing road safety issues is that the target audiences often do not see the benefits of changing their behaviour. People are naturally resistant to change, and will often look for an excuse to dismiss the message. It is therefore, important not to provide such excuses, for example, if people see the message as being irrelevant to them.

This also shows that the campaign must be more concerned in market segmentation. It is because they must know how to win the heart and mind of the target audience. Two important factors to consider when selecting a target audience are the attractiveness of the segment and the fit between the segment and the organizer of the event objectives, resources, and capabilities.

In selecting the target audience, the organizer must not to offer the same product to them. The organizer should identify the different segments and the needs of the target audiences. In addition, there are the following criteria that they should evaluated to have different needs of the target audience:

- Identifiable: the differentiating attributes of the segments must be measurable so that they can be identified.
- Accessible: the segments must be reachable through communication and distribution channels.
- Substantial: the segments should be sufficiently large to justify the resources required to target them
- Unique needs: to justify separate offerings, the segments must respond differently to the different offered.
- Durable: the segments should be relatively stable to minimize the cost of frequent changes.

A good in segmentation of the target audience will help the organizer of the event much easier.

4.2 Identify a lead agency in government to guide the national road traffic safety effort

Each country needs a lead agency on road safety, with the authority and responsibility to make decisions, control resources and coordinate efforts by all sectors of government – including those of health, transport, education and the police. This agency should have adequate finance to use for road safety, and should be publicly accountable for its actions. Specific efforts should be taken by the agency to engage all significant groups concerned in road safety, including the wider community. Awareness, communication and collaboration are key to establishing and sustaining national road safety efforts. National efforts will be boosted if one or more well-known political leaders can actively champion the cause of road safety.

Furthermore, the government had divided the department into two department which the Road Safety Department and the Road Transport Department. There are different in terms of enforcement because Road Safety Department the department only organized the awareness campaign for the road user and for the Road Transportation Department can give summons for those users that not obey rules on the road.

They must be not only the particular department that asked for guide in the road traffic safety. It must be a lot of agencies that must be collaborate together so that the rates of accidents in Malaysia can be reduced.

4.3 Allocate financial and human resources to address the problem

Well-targeted investment of financial and human resources can reduce road traffic injuries and deaths considerably. Information from other countries on their experience with various interventions can help a government in assessing the costs against the benefits of specific interventions and set priorities based on which interventions are likely to be the best investment of scarce financial and human resources. Our country may have to identify potential new income sources to afford the investment needed to achieve road safety targets.

In managing the allocation of the financial, the government should be more concern on the budget for Road Safety Department.

4.4 Implement specific actions to prevent road traffic crashes, minimize injuries and their consequences and evaluate the impact of these actions

Specific actions are needed to prevent road traffic crashes and to minimize their consequences. These actions should be based on sound evidence and analysis of road traffic injuries, be culturally appropriate and tested locally, and form part of the national strategy to address the problem of road crashes. It requires the coordinated efforts of all road safety partner organizations

4.5 Increase Nonmonetary Benefits for the Desired Behaviour

There are also ways to encourage changes in behaviour that don't involve cash or free goods and services with significant monetary value. Then, they should provide other types of value which can make it different. In the most cases, the benefits is psychological and personal in nature. These nonmonetary benefits are distinct from tangible objects and services that are offered but actually its help the target audience adopt the behaviour. For example in Road Safety Campaign, there are not offer any monetary product or the desired behaviour but their objective is to change the road user behaviour. Therefore, the department should increase the nonmonetary benefits for the desired behaviour.

4.6 Decrease nonmonetary costs for the desired behaviour

Tactics are also available for decreasing time, effort, physical or psychological costs. People can also be encouraged to a new behaviour to an established habit. The department also should give the tactics on how to encourage the target audience. There are some tactics for reducing other nonmonetary costs in this model:

- i. Against a perceived psychological risk, provide social products in ways that other psychological reward.
- ii. Reduce the potential stigma or embarrassment of adopting a product.
- iii. Provide the target audience with reassuring information on the product does what it promises to do.

4.7 The place for the campaign must be making access convenient and pleasant

Place is where and when the target audience will perform the desired behaviour, acquire any related tangible objects and receive any associated services. This is where the department must develop the place strategy. There are several strategies for developing the place which are make the location closer, be where the target audience are always be and work with existing distribution channel.

To make the location closer is where the organizer easy to get their target audience and perform the desired behaviour. This is also to save target audience time. For example "Jom Merdeka Raya" campaign, there are making it by the road side and should approach the target audience more and get the feedback from the previous event that they ever do before. The feedback can make them to improve how they can reach the target audience more effectively.

Then, the organizer should be where the target audience are. For example for the car driver, at parking lot of shopping complex must be a lot of drivers and there is how the organizer can approach their target audience easier.

Other than that, the organizer should work with existing distribution channel. A network intermediary is needed to reach target audiences through the distribution channel. Choices regarding distribution channels and levels are made on the basis of variables such as number of potential target audience, storage facilities, retail outlet opportunities, and transportation costs. Focus in choosing the most efficient and cost effective option for achieving program goals and reaching target audiences.

CHAPTER 5

CONCLUSION

CHAPTER 5

CONCLUSION

The practical training gives a lot of benefit in which the student are being exposed with the new environment which it's a lot of different from campus life. In addition, the students are gaining new experience regarding with the work life experience and a little bit giving me an ideas on how to answer the questions in paper.

As a conclusion, after I finished my industrial training at Road Safety Department (JKJR), I learned a lot of things in terms of time management, discipline, audit activities, emotional intelligence and so forth. For me, practical training in JKJR is the best place to train the student and I would recommend it to the other student to take a chance to be part of the JKJR's family even in a short time. This is because, JKJR train their staff to be discipline worker especially in terms of time where they emphasis more on arrival timing or lunch time, in which there will be responsive action taken to those who breach the rules. Other than that, I can learn how to manage the event management. In event management actually have a lot of elements that we can apply in our daily life. For example, how we deal with other people in terms of communication skill. Here I learn how to communicate with the upper level management and also how to deal with the press conference.

Within the five weeks internship with the entire task given, I had improved a lot of skills as such emotional intelligence, psychology, level of confidence, maturity as well as organizing skills. I had the best experience in my life where I participated

in the Road Safety Campaign with the department and collaborate with other organizations.

Therefore, I would like to suggest do the internship in this department because it really helps us in the future. All the staff in the department are supportive and they are understanding. Furthermore, relate to the subject that I studied in the university such as Social Marketing and Public Relation.

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APPENDIX



Kementerian Pengangkutan
Malaysia

JABATAN KESELAMATAN JALAN RAYA
NEGERI SARAWAK
WISMA KUEH HOCK KUI
ARAS BAWAH, 1 DAN 2
LOT 2563, JALAN SATOK
93400 KUCHING
Tel : 082-244404
Faks : 082-241500



Ruj. Kami : JKJR/SWK/(H)/11(19)

Tarikh : 2, Mei 2012

Penyelaras Latihan Praktik (Amali)
Sarjana Muda Sains Pentadbiran
Fakulti Sains Pentadbiran dan Pengajian Polisi UiTM Sarawak
Universiti Teknologi MARA (UiTM) Sarawak
Jalan Meranek
94300 Kota Samarahan
(u.p: Encik Fairuz Hidayat Merican bin Wan Merican)

Tuan,

LATIHAN PRAKTIKAL (AMALI) UNTUK SISWA/SISWI UITM

Saya dengan segala hormatnya merujuk kepada surat tuan bil 100-UITMKS (FSPPP/14/1) bertarikh 27 April 2012 mengenai perkara yang tersebut di atas.

2. Sukacita dimaklumkan bahawa Jabatan ini bersetuju untuk menerima pelajar tuan untuk menjalani latihan praktikal (amali) di Jabatan Keselamatan Jalan Raya Negeri Sarawak mulai 16 Julai hingga 17 Ogos 2012. Walaubagaimanapun, Jabatan tidak akan menjanjikan sebarang bayaran/elaun kepada pelajar tersebut selama beliau menjalani latihan yang dimaksudkan.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

"PANDU, TUNGGANG & JALAN DENGAN SELAMAT"

"ANDA MAMPU MENGUBAHNYA"

Saya yang menurut perintah,

(**MAT YASSIN BIN SULAIMAN**)
b.p. Pengarah
Jabatan Keselamatan Jalan Raya
NEGERI SARAWAK

**BORANG PENGESAHAN
KEHADIRAN PELAJAR LATIHAN PRAKTIKAL**

Ketua Program AM228
Fakulti Sains Pentadbiran dan Pengajian Polisi
Universiti Teknologi MARA
Jalan Meranek
94300 Kota Samarahan
SARAWAK
u.p: Penyelaras Latihan Praktikal AM228/AM225*

Tuan

**PENGESAHAN KEHADIRAN PELAJAR PRAKTIKAL
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI
UNIVERSITI TEKNOLOGI MARA, SARAWAK- SESI SEPTEMBER 2011 –
JANUARI 2012**

Dengan hormatnya perkara tersebut di atas adalah berkaitan dan dirujuk.

2. Sukacita dimaklumkan bahawa organisasi kami dengan ini mengesahkan bahawa pelajar-pelajar berikut dari program Ijazah Sarjana Muda Sains Pentadbiran (AM228)/Ijazah Sarjana muda Pentadbiran Korporat (AM225)* telah hadir dan melaporkan diri bagi maksud menjalani Latihan Praktikal di organisasi kami. Ini adalah selaras dengan ketetapan yang dinyatakan di dalam surat kami bil. JKSR/SWK/CH/17(19), bertarikh 2 Mei 2012 tempohari.

3. Sayugia pelajar ini bakal menjalani latihan praktikal yang disyaratkan untuk tempoh mulai dari ~~30 Januari~~ 16 Julai 2012 sehingga ~~2 Mac~~ 12 September 2012. Maklumat pelajar yang melapor diri untuk menjalani latihan praktikal adalah seperti berikut:-

Bil	Nama Pelajar	No Matrik	Tarikh Lapor Diri
1	MURFAZILA BT HJ EULAIMI	2010695142	16 JULAI 2012
2			
3			
4			
5			

6			
7			
8			

4. Sehubungan dengan itu sebagaimana dikehendaki, maka berikut dikemukakan maklumat ini untuk simpanan pihak Fakulti.

Sekian, terima kasih.

Yang benar

RANO AYLWINO AKAT
 Pengarah Keselamatan Jalan Raya
 Negeri Sarawak

Tandatangan dan Cop Organisasi

Nama: 20 JUL 2012
 Tarikh:



*Sila potong mana yang tidak berkenaan.

Pohon difakskan surat ini ke nombor 082-677300/677320

u.p: Penyelaras Latihan Praktikal AM228/AM225*

Sebarang kemuskilan sila berhubung dengan:

Encik Fairuz Hidayat Merican Wan Merican

Penyelaras Latihan Praktikal AM228

No Telefon: 013-8231312

KAD MENCATAT WAKTU

No. 12 NAMA: NURFAZILA BT HJ. ZULATHI

KEM./JAB.: JKJR NEGERI SARAWAK

BAHAGIAN/SEKSYEN: PENTADBIRAN

BULAN... JULAI 2012

MASUK	KELUAR	MASUK	KELUAR	KENYATAAN	T/T KETUA
				Ahad	
				Sabtu	
				Ahad	
				Sabtu	
				Ahad	
				Sabtu	
				Ahad	

AMARAN

Sesiapa yang didapati menetik kad orang lain,
tindakan tatatertib akan diambil ke atasnya.

KAD MENCATAT WAKTU

B No. 12 NAMA: NURFAZILA BT HJ. ZULATHI

KEM./JAB.: JKJR NEGERI SARAWAK

BAHAGIAN/SEKSYEN: PENTADBIRAN

BULAN... JULAI 2012

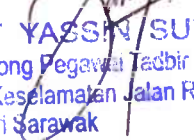
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28						Sabtu
29	07:29			17:02	✓	Ahad
30	07:35			17:05	✓	
31						

PNMB., K.L.

AMARAN

Sesiapa yang didapati menetik kad orang lain,
tindakan tatatertib akan diambil ke atasnya.

SALINAN DIAKUI SAH


MAT YASSIN SULAIMAN
Penolong Pegawai Tadbir Gred N32
Jab. Keselamatan Jalan Raya
Negeri Sarawak

KAD MENCATAT WAKTU

No.12 NAMA:NURFAZILA BT HJ. ZULAIHI

KEM./JAB.: JKJR NEGERI SARAWAK

BAHAGIAN/SEKSYEN: PENTADBIRAN

BULAN... OGOS 2012

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AMARAN

Seslapa yang didapati mengetik kad orang lain,
tindakan tatatertib akan diambil ke atasnya.

KAD MENCATAT WAKTU

B No.12 NAMA:NURFAZILA BT HJ. ZULAIHI

KEM./JAB.: JKJR NEGERI SARAWAK

BAHAGIAN/SEKSYEN: PENTADBIRAN

BULAN... OGOS 2012

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PNMB., K.L.

AMARAN

Sesiapa yang didapati mengetik kad orang lain,
tindakan tatatertib akan diambil ke atasnya.



UNIVERSITI TEKNOLOGI MARA SARAWAK

PRACTICAL TRAINING

LOG BOOK

Instructions

This book is issued to you to provide a history of your training and to act as a weekly record by the work on which you are engaged.

Student's responsibilities for keeping log book up-to-date

Immediately this book is issued to you, you should, in consultation with your Training Officer, complete the details required on the previous page.

It is your responsibility to make the main entries of the log book and keep it up to date. Entries must be regularly initialled by your Supervisor. You must ensure that;

1. It is available at your place of work during your training.
2. All entries, except sketches, are made in ink.
3. Entries are made within a week of the work to which they refer.
4. The book is handed to your Training Officer for retention on your return to UiTM and this will later be handed to the Faculty for grading.

Recording

The log book should contain the following information:

1. A neat concise description of each of your training locations and the work on which you are engaged.
2. Relevant sketches, data and circuit diagrams.
3. References to textbooks, standards and other technical information related to the work being undertaken.
4. Constructive comments on the work being undertaken and your considered opinion as to its value as training.

1. Student's name: NURFAZILA BT HJ ZULAIHY
2. Date & Place of Birth: 2 Ogos 1990 GENERA SARAWAK GENERAL HOSPITAL
3. UiTM No: 2010595742
4. Program: BAFULTI PE SAINS PENTADBIRAN DAN PERGAJIAN POLISI
5. Year: 2010 - 2012 Part: 5
6. Home address: KAMPUNG SINDANG BARU, JLN PAD' MUHD MWA,
94300 KOTA SAMARAHAN
7. Address during practical training: KAMPUNG SINDANG BARU, JLN PAD'
MUHD MWA, 94300 KOTA SAMARAHAN.
8. Place of training: JABATAN KESELAMATAN JALAN RAYA NEGERI
SARAWAK
9. Name of Supervisor in-charge:
10. Duration of training: From: 16 JULAI 2012 to 17 Ogos 2012



FOR OFFICE USE ONLY

11. Remarks: (Dean/Course Tutor)

.....


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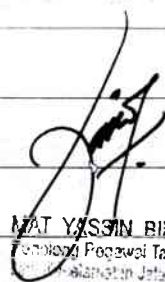
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DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
JULY 2012	<p>1. First day on practical Training.</p> <p>2. Briefing a bit about the organization.</p>	
	<p>3. Explain on administration in the organization :</p> <ul style="list-style-type: none"> i) Personnel ii) Event administration iii) Billing iv) stock keeping. 	
	<p>4. Introduced to all the staff and the upper level management.</p>	
	<p>5. Doing some paper cutting on the accident tragedy in Malaysia and also outside overseas.</p>	
	<p>6. The staff show me how to use punch card machine.</p>	
	<p>7. They show me place ^{room} around ^{tech on} the office :</p> <ul style="list-style-type: none"> : Panty : Toilet : meeting room 	 <p>MAT YASSIN BIN SULAIMAN Pegawai Tadbir N32 Jabatan Jalinan Raya Kuala Lumpur</p>


DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
JULY 2012	<p>1. First day on practical training.</p> <p>2. Briefing a bit about the organisation.</p> <p>3. Explain on administration in the organisation :</p> <ul style="list-style-type: none"> i) Personnel ii) Event administration iii) Billing iv) stock keeping. <p>4. Introduced to all the staff and the upper level management.</p> <p>5. Doing some paper cutting on the accident tragedy in Malaysia and also outside overseas.</p> <p>6. The staff show me how to use punch card machine.</p> <p>7. They show me place ^{room} around ^{tech on} the office :</p> <ul style="list-style-type: none"> : Pantry : Toilet : Meeting room 	 <p>MAT YASSIN BIN SULAIMAN Pembantu Pegawai Tadbir N32 Jalan Sultan Ismail Kuala Lumpur</p>



DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
2 JULY 2012	<p>1. doing some filing - where the paper cutting will be put in the particular file for report. It will be audited by i Ha.</p> <p>^{NEWS-} the paper cutting is all about the road safety, accident and anything happen due to condition hazard on the road.</p>	
	<p>^{NEWS-} 2. Paper cutting: Search for info on road safety or any accident. This paper cutting is this on your yesterday newspaper.</p>	 <p>MAM YASSIN BIN SULAIMAN Penolong Pegawai Tadbir N32 Jabatan Sistem Jalan Raya Kuala Lumpur</p>
	<p>3. update my report training.</p>	




DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
JULY 2012	<p>1. Help one of the staff fill in the newspaper cutting. Adjust to correct mistake that have been made. And do the correction.</p>	
	<p>2. Help them clean tidy up the office and clear clear the desktop. Rearrange the table and chairs properly to the suitable place and tidily.</p>	
	<p>3. Learn how to make a letter. - formal letter. for to reply the requesting letter. from other organization.</p>	<div data-bbox="1038 1034 1187 1250" data-label="Text">  </div> <div data-bbox="1038 1250 1335 1347" data-label="Text"> <p>WATI YASSIN BIN SULAIMAN Penolong Pegawai Tadbir N32 Jab. Keselamatan Jalan Raya Negeri Sarawak</p> </div>

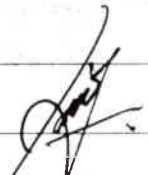
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARK
9 July 2012	<p>1. As usually, to doing some paper cuttings. Search for road safety article and the articles regarding with accident and other articles relate with JKJK.</p> <p>2. another task, doing some filing process for letter from other department. There are particular file for certain department which has already have their own division. There are big cupboards for placing the all the file. The letter received will be arranged ⁱⁿ sequence and accordingly to the date received of the letter.</p> <p>3. All the letter received must be shown to the director or assistant to approved that the letter had been received and taking an action.</p> <p>4. There are five types of ^{active} file : <i>(contoh)</i> i) Suris / Agents / Jabatan Persekutuan. ii) Naziran iii) MKJK Negeri Sarawak iv) <i>(contoh)</i> ^{contoh tempelan} pejabat, BK SWK, pejabat, MT</p>	 YASSIN BIN SOLAIMAN Pegawai Tadbir N32 Kesultanan Jalan Raya Kuching Sarawak

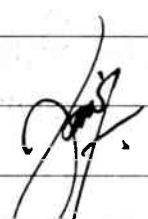
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
MAY 2012	<p>1. I meet the director of road and safety dept of sarawak. Introduced myself to him and explained what course I'm taking. and there also explanation on job of the department.</p>	
	<p>2. learn how to fax letter. so days, I fax the letter to UTM Samarahan where as my registration letter in the department ^{where} that ^{make} impractical training.</p>	 MAT YASSIN BIN SULAIMAN Pegawai Tadris N32 Jabatan Pendidikan Sarawak


DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
3 JULY 2012	<p>As usual, do some newspaper cutting.</p> <p>issues: - accident</p> <ul style="list-style-type: none"> - road safety rule - other issue that lead to hazard on the road. <p>2. File up all the paper newspaper cutting in the particular file.</p> <p>3. I've been placed at customer service dept. I learned how to pick up the phone. Learned how to use fax machine and learned how to attend people from other organization. and</p> <p>4. put They are a lot of Helmets arrived from the supplier. Rearrange properly at the stor.</p> <p>5. Binding some document / books for the staff. The books is for them to refer as a motivation for the staff in the department.</p>	 <p>MAT YASSIN BIN SULAIMAN Peningkat Pegawai Tadbir N32 Jabatan Keselamatan Jalan Raya Negeri Sarawak</p>


DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
JULY 2012	<p>1. Newspaper cutting - regarding with the road safety rules, accident tragedy, hazard ^{and 2 pages} lead to hazard on the road.</p>	 <p>MAT YASSIN BIN SULAIMAN Pondok Pegawai Tadris N32 Jalan Kosoramat, Jalan Raya Negeri Sarawak</p>
	<p>2. Learned how to make 'file table' file 'Fail Meja' for each of position in the organization.</p>	
JULY 2012	<p>1. newspaper cutting</p> <p>2. file up the newspaper cutting in a particular file.</p>	
	<p>2. At store. Doing some packing. pack all the brochures about road safety rules and poster in a box. All the items will be sent to 911 district in Sarawak. & district.</p>	 <p>MAT YASSIN BIN SULAIMAN Pondok Pegawai Tadris N32 Jalan Kosoramat, Jalan Raya Negeri Sarawak</p>
	<p>4. learned how to record stock and the stock keeping.</p>	

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
1) 26 July 2012	<ol style="list-style-type: none"> 1. Newspaper cutting. 2. key-in letters from other organizations either fax or post. 	 MAT YASSIN BIN SULAIMAN Pemandu Pegawai Tadbir N32 Jab. Keselamatan Jalan Raya Negeri Sarawak
2) 27 July 2012	<ol style="list-style-type: none"> 1. Newspaper cuttings. 2. key-in some letter from fax letter in a particular book. 3. 	 MAT YASSIN BIN SULAIMAN Pemandu Pegawai Tadbir N32 Jab. Keselamatan Jalan Raya Negeri Sarawak
Week 3) 30 July 2012	<ol style="list-style-type: none"> 1. Newspaper cutting. 2. key-in letter received in a particular book. 3. communicate with other department to check and confirm on the event planning. This can be made whether ^{whether} by call or letter or fax. 4. I'm a part of participant in the event planning meeting. <ul style="list-style-type: none"> - learned how to manage the event for the following month. 	 MAT YASSIN BIN SULAIMAN Pemandu Pegawai Tadbir N32 Jab. Keselamatan Jalan Raya Negeri Sarawak

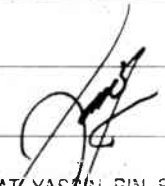
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
7/2012	<ol style="list-style-type: none"> 1. newspaper cutting. 2. to learned how to deal 	
	with other organization in	
	terms of organizing the campaigns of road safety.	
	3. key-in in and out letter from private and/or govt organization.	 MAT YASSIN BIN SULAIMAN Penolong Pegawai Tadbir N32 Jab. Keselamatan Jalan Raya Negeri Sarawak
	4. In Finance department (techn.	
	- learned how to key-in all the voucher	
	- learned to key-in ^{settled} the payment	
	for facilities rent, utilities and etc.	
	- learned how to claimed claims	
	of the staff.	
	- How they get claims - if there any	
	travelling or outstation campaign.	
	- with the financial officer went	
	to Jabatan Akauntan at company 3	
	Kuching.	

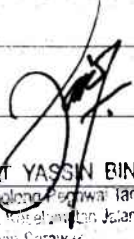
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
3) 1 st August 2012	<p>1. Newspaper cutting</p> <p>2. Correct and Handle on Mr Nazren from Jabatan Akuntansi Negeri</p> <p>for setting up the ^{The room for them} place to check the financial ^{of our department} file and documents regarding with in ^{the} financial of the department.</p> <p>- a bit meeting on how Nazren audit on the financial ^{of the department} document where its all about - voucher</p> <ul style="list-style-type: none"> - claim - salary - Bonuses 	 <p>MAT YASSIN BIN SULAIMAN Penolong Pegawai Tadbir N32 Jab. Keselamatan Jalan Raya Negeri Sarawak</p>
	<p>3. Auditing procedure : There are two meeting</p> <p>i.) entry meeting -</p> <p>ii) exit meeting - findings</p>	

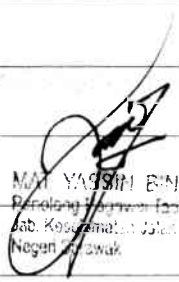
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
2 AUG 2012	1. newspaper cutting .	
	2. Fax letter : received and stamp by government 'chop'	 MAT YASSIN BIN SULAIMAN Penolong Pegawai Tadbir N32 Jab. Keselamatan Jalan Raya Negeri Sarawak
	3. Prepared for event of road safety . - check the venue - the target audience - date / time . - media coverage .	


DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
03 AUG 2012	<p>1. Paper & Newspaper cutting.</p>	
	<p>learned how to 2. Prepared for press conference / to on air on e radio - cat fm</p>	
	<p>- RTM.</p> <p>learned how to - prepared the speech for temporarily for the ton media</p>	
	<p>conference.</p>	<p>MAT YASSIN BIN SULAIMAN Pentolong Pegawai Tacbir N32 Jabatan Keselamatan Jalan Raya Negeri Sarawak</p>
	<p>- deal with the media / press for media coverage. Only particular media will be in charge.</p>	
	<p>: There will be deal with Jabatan Kesejahteraan ^{an} media coverage client for this department.</p>	

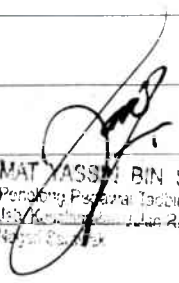
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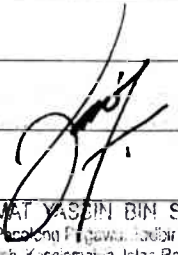
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS	
04 AUG 2012	1. Newspaper cutting.		
05 AUG 2012			
06 AUG 2012	2. or write write a letter		
	'mint mequmat' for JKJK meeting. - (Surat makluman)		
	i) JPAA meeting (AKAUN)		
	ii) JPA meeting (ANET)	 MAT YASSIN BIN SULAIMAN Pardang Subawal Tadbir N32 Jabatan Keselamatan Jalan Raya Negeri Sarawak	
	i) on accountant department		
	ii) Asset department		
	3. ON AIR at 6.45 pm.		
	- regarding to the road safety.		
	set the appointment with them		
	not before the event and		
	what the purpose of is on air.		
	4. weekly meeting every monday.		
	- regarding with previous		
	task that had been done		
	like previous campaign,		
	any road safety event.		
	- update what's future		
	activity and event in		
	the department.		

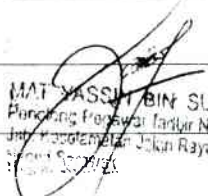
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
17 AUG 2022	1. stamp any fax received	
	2. newspaper cutting.	
	3. Iftar / Breaking fast with the shell company at Pullman - networking with the shell (or other department).	
	4. on Campaign at Giba when 2 of the staff has been travelling by department car vehicles. - the travelling will be lower on costs. end	 MAT YASSIN BIN SULAIMAN Pukalong Pegawai Tambir #32 Jab. Penyelidikan Jalan Raya Negeri Sarawak

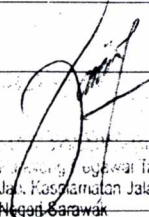
DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
8 AUG 2012	1. Newspaper cutting.	
	2. Filing : on the letter from happ, suk, or any organisation either private or public.	
	3. learned how to make a an leave or any travelling claimed from the finance department.	 <p>MAM YASMIN BIN SULAMAN Pencapaian Kemajuan Tashir N32 Jab. Keselamatan Jalan Raya Negeri Johor Bahru</p>

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
10 th AUG 2012	1. Newspaper cutting.	
	2. Meet the supervisor - for checking my log book and to update my the job / task to be done.	
	3. Given a new task to learned on leave arrangement for the steps during festive season.	

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
10 AUG 2012	1. Newspaper cutting.	
	2. Prepared to ^{the} equipment for campaign tomorrow.	
	"Kempen Hari Raya Aidilfitri" di ukren Petronas Samaralan (10-12 pm) 11/08/2012.	 MAT YASSIN BIN SULAIMAN Penolong Pegawai Tadris N32 Jabatan Pendidikan Islam, Kuala Lumpur Kementerian Pendidikan Malaysia
	- handing to ^{all} the equipment at the petronas as an actual preparations.	

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
13 AUG 2012	<p>1. last weekend, the campaign was run smoothly by the collaboration with petronas, PDR and other department.</p>	 MAT YASINI BIN SULAIMAN Pegawai Pegawai N32 Jab. Keselamatan Jalan Raya Negeri Sarawak
	<p>2. Newspaper articles.</p>	

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
6 AUG 2012	<p>1. Preparing guide bag for campaign. to be sent to Mini which event with collaboration with Petronas.</p> <p>2. setting up the tools for the staff. The tools to will be used for "OPS TERMINAL" AT Kuching central.</p> <p>3. Tonight will be join the staff for "OPS terminal" at Kuching central.</p>	 <p>MAT YASSIN BIN SULAIMAN Puncung Pegawai Tadbir N32 Jalan Woodlands Jalan Raya Singapore</p>

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
7 AUG 2012	1. My last day of internship at Road safety department.	
	2. Meet my supervisor for evaluation mark.	 G. LADMAN Pejabat Pengerusi Tadbir N32 Jab. Keselamatan Jalan Raya Negara Sarawak
	3. Simple farewell as I greet all the staff for all their support and help since the day we do my internship at this department.	