



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA

**FACULTY OF INFORMATION MANAGEMENT**

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**BACHELOR OF INFORMATION SCIENCE (HONS.)  
INFORMATION SYSTEM MANAGEMENT (IM225/IM245)**

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**IMS 552:  
INFORMATION SYSTEMS MANAGEMENT**

**GROUP ASSIGNMENT:  
(RTM KELANTAN)**

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**DATE OF SUBMISSION :**  
8<sup>th</sup> December 2015

## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all we would like to thank ALLAH S.W.T as finally we were able to finish our group assignments that have been given by lecturer to us. This task had been done with all afford by group members even though a little bit problem were happened among us while doing this assignment. Luckily, all the problems can be settle down and we were able to adapt properly and wisely.

Besides that, big thank we address to our (IMS 552) Information Systems Management lecturer, Madam Nurulannisa binti Abdullah because without his guide, our project cannot be done properly like this. Besides, big thanks also for Mr. Tengku Ahmad Shah that spent a time to be interviewed by us and sharing a lot of information and help us in the complete our assignment. With the interviewed also, our group know and learn about real situation in information systems provided in their organization.

Finally, thank to our beloved friend that always stick together and also work hard to produce a good assignment with all afford and responsibility. Hope that all afford will give a lot of benefits to us and also to our group project. Million thank also we wish to our entire classmate because they also help us in doing our group. They always give us ideas and comments on our project so that we can improve our project in many ways.

Thank you.

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## 1.0 INTRODUCTION

### 1.1 INTRODUCTION OF THE PROJECT

This project is tell about how the system that running at RTM Kelantan with smoothly. The system in RTM Kelantan mostly focused on writing and publishing news on radio and television and RTM Kelantan also have its own broadcasting which is known as Kelantan FM. This project also will evaluate how the process of broadcasting is running and how they can broadcast the live news from the Angkasapuri.

### 1.2 VISION AND MISSION

#### i. Vision

To make the RTM as National broadcaster made famous in the Asia Pacific region.

#### ii. Mission

Kelantan has established several missions as their guide:

- Supports the consideration of the State.
- To prepare a plan to meet the tastes of the audience.
- Determine the highest quality broadcasting services.
- Active participation in international broadcasting.
- The right of a long-term task towards Corporatizations.
- To safeguard the interests of the service.

### 1.3 ORGANIZATION BACKGROUND



Figure 1: RTM Kelantan.

Its history began on 16 November 1963, in which Radio Malaysia Kota Bharu is operated. The grand opening was launched on 6 November 1964 by HRH Al-Sultan, Sultan Yahya Petra, the son of the late Sultan Ibrahim Petra. The opening ceremony was also attended by Deputy Prime Minister of Malaysia, Tun Abd. Razak, Malaysia's Minister of Information and Broadcasting and the Chief Minister of Kelantan, Kota Bharu Mr. Muhammad Asri. RTM Kelantan is the first RTM station in Malaysia that spearhead the broadcast area. The cost of construction was reached about £ 115 million and includes 3 studio which is consist of two studio releases and 1 Studio Briefing. The building is also equipped with theatre, also known as the Auditorium and can accommodate approximately 160 spectators. Press area at that time was broadcast only a few hours a day and received a positive feedback from people.

In 1972, its function as main office and have been moved to Radio Television Station Malaysia in Kuala Terengganu recently done built the organization. With the move out, RTM Kota Bharu be a local broadcast stations. Local broadcast begins at 5.15 pm to 6.15 pm. Starting from 1<sup>st</sup> September 1980, the local broadcast time added for 30 minutes for morning broadcast aired from 8.30 to 9.00 am. When a peninsular, Sabah and Sarawak adjusted on 1 January 1982, the local broadcast times are changed which is starting at 8.35 am and 9.00 am, while