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TEKNOLOGI  
MARA

Cawangan Melaka



PEJABAT SETIAUSAHA  
KERAJAAN  
NEGERI SEMBILAN,  
BAHAGIAN KERAJAAN  
TEMPATAN

# INDUSTRIAL TRAINING REPORT

HRM 666



## PREPARED BY

MUHAMMAD AMIRUDDIN BIN JALANI  
(2022898278)

## MATRIC NUMBER

2022898278

## SUBMITTED TO

EN NORAZLAN BIN HJ. ANUAL

## DURATION

12 AUG 2024 -  
24 JAN 2025

**SURAT KEBENARAN**

Tarikh : 15/1/2025

Kepada :

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*Musa*  
.....  
Nama Pegawai : MARHIZAH BINTI ABDUL RAZAK  
Setiausaha Bahagian  
Jawatan : Bahagian Kerajaan Tempatan  
No. Tel. : Pejabat Setiausaha Kerajaan  
No. Faks : Negeri Sembilan Darul Khusus

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# Executive Summary

This report summarizes the key insights and experiences gained during my 24-week industrial training at Bahagian Kerajaan Tempatan, Pejabat Setiausaha Kerajaan Negeri Sembilan. The internship provided a unique opportunity to apply the theoretical knowledge from my business administration studies to real-world scenarios, helping me bridge the gap between academia and the professional workplace.

The report outlines the profile of the organization, conducts a SWOT analysis, and reflects on my personal experiences during the internship. Over the course of my training, I was involved in various tasks that enhanced my communication skills, practical abilities, and understanding of the day-to-day operations within the public sector. The experience also highlighted the importance of continuous learning and flexibility in the workplace.

In addition to reflecting on my journey, this report discusses the challenges I faced and provides actionable recommendations for improving productivity and employee engagement. Ultimately, this internship has equipped me with valuable insights and skills that will be essential as I pursue a career in human resources, focusing on adaptability and lifelong learning.

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# Acknowledgement

First and foremost, I am deeply grateful to Allah Subhanahu wa ta'ala for His countless blessings, which have enabled me to successfully complete this report on my industrial training at Bahagian Kerajaan Tempatan, Pejabat Setiausaha Kerajaan Negeri Sembilan. This accomplishment would not have been possible without the support and guidance of many individuals, to whom I am truly thankful.

I would like to express my heartfelt gratitude to En. Norazlan Bin Hj. Anual, my academic advisor, for his exceptional guidance, encouragement, and unwavering support throughout my HRM 666 course. His insightful feedback, constructive suggestions, and dedication were instrumental in shaping this report and ensuring its completion. His encouragement and commitment played a crucial role in motivating me to stay focused and determined throughout this process.

I am also deeply appreciative of my internship supervisor, Puan Marhizah Binti Sbdul Razak, for her invaluable guidance, patience, and mentorship during my time at Bahagian Kerajaan Tempatan. Her advice and support helped me navigate the practical challenges of the workplace and deepened my understanding of the subject matter. I am truly grateful for her role in enhancing my learning experience.

I would also like to extend my deepest gratitude to my parents and extended family for their unwavering love, encouragement, and support. Their belief in me, coupled with their emotional and moral support, gave me the strength and confidence to overcome the challenges I encountered during my industrial training.

Lastly, I want to express my sincere thanks to everyone who, in one way or another, contributed to the completion of this report. Whether through advice, encouragement, or even a kind word, your support has been invaluable, and I am truly grateful. May Allah bless each and every one of you with success and prosperity.



# Student's Profile (Updated Resume)



## MUHAMMAD AMIRUDDIN BIN JALANI

**Bachelor of Business Administration  
(Hons.) Human Resources Management**

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### PERSONAL STATEMENT

Enthusiastic and motivated fresh graduate in Human Resource Management, eager to launch my career in a dynamic HR environment. Committed to fostering a positive workplace culture, I am seeking a full-time position where I can apply my academic knowledge and skills to support organizational goals. Proficient in effective communication, teamwork, and strategic HR practices, I am ready to bring fresh perspectives and a strong work ethic to a forward-thinking HR team.

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### EDUCATION

- |                        |  |
|------------------------|--|
| Oct. 2022 - Feb 2025   | <b>Universiti Teknologi Mara Cawangan Melaka Kampus Bandaraya Melaka, Malaysia</b><br><i>Bachelor of Business Administration (Hons.) Human Resource Management</i><br><i>Current CGPA: 3.44   MUET: Band 4</i> |
| Sept. 2018 - Feb. 2021 | <b>Universiti Teknologi Mara Cawangan Negeri Sembilan Kampus Rembau, Malaysia</b><br><i>Diploma in Banking Studies</i>   |

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### WORK EXPERIENCES

- |                       |  |
|-----------------------|--|
| Apr. 2022 - Oct. 2022 | <b>Administrative Assistance, Malaysia Medical Council</b> <ul style="list-style-type: none"><li>• Carry out all duties at the Malaysia Medical Council service counter.</li><li>• Carry out work in the APC unit.</li><li>• Reviewing and managing APC renewal, amendment, and verification applications in the MeRITS system.</li></ul>  |
| Mar. 2024 - Apr. 2024 | <b>Booth Sales Assistant, Kodai Deen (Uptown Nilai Square)</b> <ul style="list-style-type: none"><li>• Greet and engage customers with a friendly and positive attitude.</li><li>• Assist customers in finding the perfect Kurta, providing size advice and information about the products.</li></ul>  |
| Aug. 2024 - Jan. 2025 | <b>Internship, Pejabat Setiausaha Kerajaan Negeri, Negeri Sembilan</b> <ul style="list-style-type: none"><li>• Assisting in drafting, formatting, and proofreading official documents, reports, and correspondence.</li><li>• Providing support to clients or customers, addressing inquiries, and resolving issues.</li><li>• Organizing and maintaining physical and electronic files, ensuring proper documentation is easily accessible.</li></ul> |

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### ACHIEVEMENTS

- |             |  |                       |
|-------------|--|-----------------------|
| 2023 - 2024 | <b>Dean List (AD) Semester 4, Semester 5</b><br><i>Bachelor of Business Administration (Hons.) Human Resource Management</i> | GPA:<br>  3.67   3.55 |
| 2023 - 2024 | <b>Liga Alumni Ragbi</b><br><i>Home Of Warriors (HOW)</i>  | Runner-Up Cup         |



# Student's Profile (Updated Resume)

## PROFESSIONAL SKILLS

Microsoft Word	Advanced	Google Docs	Intermediate
Microsoft Excel	Intermediate	Google Drive	Advanced
Microsoft PowerPoint	Advanced	Google Meet	Advanced
Canva	Advanced	Adobe Photoshop	Intermediate

## PERSONAL SKILLS

Team-Oriented Personality	Good Time Management	Excellent Communication Skill
Flexible & Dependable	Adaptable	Strong Work Ethic

## LANGUAGES

Malay	Native Speaker	English	Highly Proficient	Arabic	Elementary Proficiency
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## LEADERSHIP / PROJECTS

April – June 2024	<b>Webinar “The Role of Talent Onboarding” (TROTO)</b> <ul style="list-style-type: none"><li>Moderated the webinar, ensuring smooth flow and engagement throughout the session.</li><li>Contributed to the development of the webinar content.</li><li>Assisted in the preparation and organization.</li></ul>
May – July 2023	<b>Training Programme “Oh, My Cikgu”</b> <ul style="list-style-type: none"><li>Designed suitable activities for the participants.</li><li>Generated ideas to satisfied each party involved.</li><li>Managed the flow of the program and handling the participants in well-mannered.</li></ul>
Oct - Dec 2023	<b>Bureau of Activity of Corporate Social Responsibility Program (Program Khidmat Masyarakat Minda Cergas)</b> <ul style="list-style-type: none"><li>Managed to fulfill the requirement of the minimum number of participants. Managed to create many interesting postings in our social media to attract the public.</li><li>Generated impactful copywriting in promoting the event throughout all social media platforms.</li></ul>
Aug 2024	<b>Majlis Seminar Ahli Majlis 2024, Bahagian Kerajaan Tempatan</b> <ul style="list-style-type: none"><li>Acted as the master of ceremonies, guiding the flow of the seminar and introducing speakers.</li><li>Engaged with speakers and participants, promoting a collaborative and interactive environment.</li><li>Managed the agenda and timekeeping to ensure all topics were covered effectively.</li></ul>

## REFERENCES

**Pn Marhizah Binti Abdul Razak**  
Administrative & Diplomatic Officer  
Setiausaha Bahagian (M52)  
Bahagian Kerajaan Tempatan, Pejabat  
Setiausaha Kerajaan Negeri Sembilan  
Tingkat 4, Wisma Negeri 70503 Seremban  
Negeri Sembilan

**Dr. Ainaa Idayu Binti Iskandar**  
Senior Lecturer  
Universiti Teknologi MARA, Cawangan Melaka,  
Kampus Bandaraya Melaka  
110 off, Jalan Hang Tuah,  
75300 Melaka.



# Company Overview

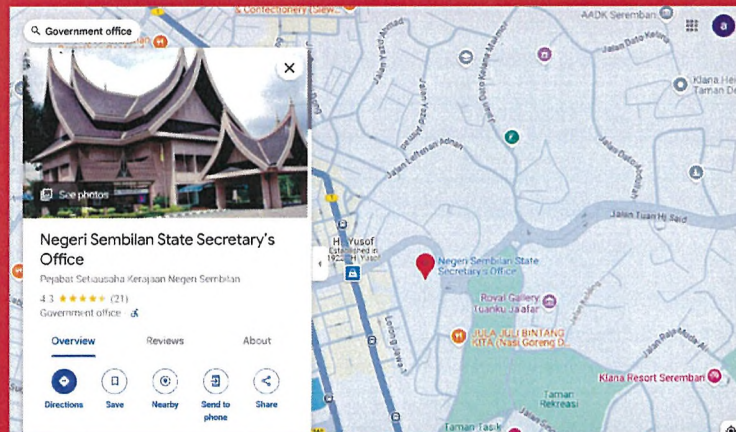


Company Logo

The Negeri Sembilan State Secretary's Office (PSUKNS) is a state government agency that serves as the main body responsible for the development, administration, and public services of the Negeri Sembilan state government. It is led by a senior government official known as the State Secretary of Negeri Sembilan.

## Address

Wisma Negeri, Jalan Dato' Abdul Malek, 70503 Seremban, Negeri Sembilan



Company Location

## Operating Hours

**Monday to Thursday:**

8:00 AM – 5:00 PM

**Friday:**

8:00 AM – 12:15 PM,  
2:45 PM – 5:00 PM





# Company Background

The Negeri Sembilan State Secretary's Office (PSUKNS) was established in 1948 under the leadership of the first State Secretary, Mr. Othman bin Mohamed. He served in this role from February 1, 1948, until June 27, 1949. At that time, the PSUKNS building was located near Taman Bunga in Bandar Seremban, opposite the Istana Hinggap Seri Paduka Baginda Yang di-Pertuan Besar of Negeri Sembilan.



On April 16, 1987, PSUKNS moved to a new building nearby. This new office was officially opened by Paduka Seri Tuanku Yang di-Pertuan Besar Negeri Sembilan on September 26, 1987, and has since been known as Wisma Negeri.

PSUKNS is responsible for overseeing and coordinating matters related to the public service administration and management. It also acts as an advisory body in matters concerning economic development and serves as the principal planner for information and communication technology (ICT) development in the public sector of Negeri Sembilan. Additionally, PSUKNS plays a key role as a coordinator and liaison for other agencies, including state and federal departments, statutory bodies, and local authorities.

## Mission

Empowering the management of services and sustainable development through transparent, efficient, and innovative governance for the well-being of the people.

## Vision

The vision of the Negeri Sembilan State Secretary's Office (PSUKNS) is to be a leader in public service towards creating an outstanding and prosperous Negeri Sembilan. This vision highlights PSUKNS's role as a key driver in delivering the best public services, with a significant impact on the well-being of the people.





# QUALITY POLICY

"As the Leader in Public Service, we are committed to delivering quality services to achieve the organization's goals, fulfilling customer satisfaction based on quality objectives, legal requirements, and continuous performance improvement."

## QUALITY OBJECTIVES

01

To plan and implement state policies and strategies to drive, promote, and support socio-economic development in Negeri Sembilan.

02

To carry out the vision, goals, programs, and activities as outlined for Negeri Sembilan.

03

To foster a culture of excellence through positive thinking, productive practices, creativity, and innovation among public service employees in the state.

04

To implement modernization efforts in Negeri Sembilan's administration by enhancing information technology comprehensively.





# Services Offered by PSUKNS

- 
- **State Economic Planning Unit**
- Reviews and evaluates private sector development proposals.
  - Provides recommendations to state authority within one month.

- 
- **Local Government Division**
- Act as an intermediary between Local Authorities and State or Federal Authorities.
  - Act to coordinate related matters to be implemented by the Local Authority.

- 
- **Human Resource Division**
- Organizational Management and Information Systems
  - Personnel Management
  - Disciplinary Management
  - Training Management
  - Promotion Management

- 
- **Housing Division**
- Manage the administration and operations of the RAHR Program, including enforcement actions.
  - Plan and implement the RAHR Program and maintain the Public Housing Units.

- 
- **Internal Audit Unit**
- Assist management in achieving its objectives by ensuring financial management is carried out in an orderly manner at all levels.
  - Determining the financial operations of all State Departments/Agencies are managed in an orderly manner in accordance with policies, laws, regulations and directives in force.
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# Training Reflection

## DURATION

### DATE

- 12 August 2024 until 24 January 2025 (24 weeks)

### WORKING DAYS

- Monday to Friday

### WORKING HOURS

- Flexible working hours
- Punch-in between 7:30 a.m. and 9:00 a.m.
- with an 8-hour workday
- Lunch break:
  - 1:00 p.m. to 2:00 p.m. (Monday to Thursday), and 12:15 p.m. to 2:45 p.m. (Friday).

## DETAILS

### DEPARTMENT

- Bahagian Kerajaan Tempatan (Local Government Division)

### ROLES

- Practical student

### RESPONSIBILITIES

- Carrying out clerical and operational tasks at the Implementing Group level.
- Assisting in the smooth operation of daily office activities.
- Tasks cover various aspects, including:
  - General administration
  - Personnel management
  - Counter services and processing
  - Data and information collection
  - Handling communication equipment
  - File movement
  - Delivery and registration of letters/documents/summons/notifications



# Training Reflection

## GAINS

### ALLOWANCE

- RM 5 per hour, applicable for a duration of 90 days.

### HARD SKILLS

- **Event management:**
  - Preparation of scripts, coordinating logistics, and acting as emcee.
- **Record management:**
  - Understanding procedures for public records disposal and maintaining public records.
- **Public speaking:**
  - Gained experience as an emcee, managing a crowd.
- **Official correspondence:**
  - Drafting memos, letters, and handling official communication.

### SOFT SKILLS

- **Communication:**
  - Enhanced writing skills (script preparation, official letters) and public speaking.
- **Attention to detail:**
  - Ensuring accuracy in data management and administrative tasks.
- **Community engagement:**
  - Contributing to public service initiatives and learning the local government's role in community development.

### EXPERIENCES GAINED

- **Administrative work**
  - Involvement in drafting memos, letters, and checking public tender applications.
- **Event participation**
  - Preparing for and managing a seminar, including scriptwriting, emceeing, and coordinating logistics.
- **Public records disposal**
  - Learning the legal and institutional guidelines for disposing of public records.

### KNOWLEDGE GAINS

- **Local government operations**
  - Gaining insight into how local government departments function and collaborate to achieve public governance objectives.
- **Record management practices:**
  - Learning the importance of proper records disposal and handling.
- **EKSA program:**
  - Gaining knowledge about the Ekosistem Kondusif Sektor Awam (EKSA) program and its impact on maintaining efficient work environments in the public sector



# SWOT Analysis

## S

### Strengths

- Good reputation
- Clear Role and Responsibility Structures
- Sufficient Staff
- High-caliber top management & Systematic management system

## W

### Weaknesses

- Limited space of car parks
- Lack of experience of online systems
- Lack of responsiveness and urgency in action
- Bureaucratic Processes

## O

### Opportunities

- Strategic administrative location
- Encouraging public involvement
- Information and communication technology facilities

## T

### Threats

- Global economic instability
- Rising public expectations
- Outdated Skills and Training Gaps
- Political Changes

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## Good reputation

The Office of the Secretary of the Negeri Sembilan State Government (PSUKNS) has earned a strong reputation for effectively coordinating local government policies and ensuring their implementation by all Local Authorities, updating and harmonizing regulations, assisting in enhancing revenue and public services, and supporting the Ministry of Housing and Local Government to ensure the successful execution of programs and projects, while acting as an intermediary between Local Authorities and State or Federal Authorities and ensuring that data related to Local Authorities in Negeri Sembilan is always up-to-date.

## Clear Role and Responsibility Structures

The clear role and responsibility structures within Pejabat Setiausaha Kerajaan Negeri Sembilan (PSUKNS) stand as one of its greatest strengths, enabling the organization to deliver effective governance and high-quality public services. Each division is equipped with defined functions, measurable timelines, and focused objectives, ensuring operational efficiency, transparency, and accountability. This structured approach fosters seamless coordination among internal units and with external stakeholders, enhancing the overall effectiveness of state administration. By prioritizing clear roles, PSUKNS aligns its operations with the state's long-term development goals while addressing the diverse needs of its citizens promptly and effectively. Ultimately, the commitment to maintaining a well-organized and goal-oriented framework enables PSUKNS to contribute significantly to the growth, stability, and prosperity of Negeri Sembilan, reinforcing public trust in its governance and services.





# STRENGTHS

## Sufficient Staff

Pejabat Setiausaha Kerajaan Negeri Sembilan (PSUKNS) is its adequate and competent workforce. A sufficient number of skilled staffs allows the organization to efficiently manage its wide range of responsibilities and services, ensuring that the functions and objectives of the department are carried out effectively. With an appropriately sized team, PSUKNS is able to handle administrative tasks, policy coordination, regulatory updates, public service improvements, and development projects with ease. The availability of professionals across various domains supports PSUKNS's key functions, including acting as an intermediary between Local Authorities and State or Federal Authorities, as well as coordinating relevant matters for implementation by Local Authorities.

## High-caliber top management & Systematic management system

PSUKNS thrives under the leadership of a highly competent and committed team, guided by the State Secretary, with strong support from the Deputy State Secretary for Development and the Deputy State Secretary for Management. This structure ensures strategic alignment and operational efficiency. Division and unit heads oversee specialized functions, supported by skilled management officers and dedicated operational staff. The leadership fosters clear communication, accountability, and professionalism while adhering to systematic processes and timelines. They emphasize staff training and development, ensuring adaptability to evolving challenges. This robust management system enables PSUKNS to deliver high-quality services, maintain public trust, and effectively contribute to Negeri Sembilan's long-term growth and development.

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## Limited space of car parks

A significant weakness at Pejabat Setiausaha Kerajaan Negeri Sembilan (PSUKNS) is the limited parking space on its premises, which serves a large number of visitors, stakeholders, and employees daily. This insufficiency causes traffic congestion, difficulty in finding parking spots, and delays in meetings, frustrating stakeholders and damaging the organization's professional image.

Additionally, the lack of adequate parking negatively impacts staff morale. Employees often experience stress and frustration when struggling to secure parking, leading to tardiness, disrupted workflows, and decreased productivity. These issues collectively weaken organizational efficiency and stakeholder satisfaction.

## Lack of experience of online systems

Due to limited experience with online systems, PSUKNS's operations may not be as efficient as they could be. Manual paperwork, reliance on traditional administrative processes, and slow data retrieval can cause delays and increase the likelihood of errors. These inefficiencies not only hinder the smooth flow of work but also delay decision-making, making it harder for the organization to respond quickly to emerging issues or capitalize on opportunities for improvement.



# W E A K N E S S E S

## **Lack of Responsiveness and Urgency in Action**

The organization's delayed response to environmental changes and customer needs has led to suboptimal service delivery. For example, when local authorities request urgent policy clarifications or administrative support, staff often wait for instructions rather than taking proactive action. This delay slows the resolution process, frustrating stakeholders and negatively impacting service quality. A practical instance occurred when a sudden regulatory update required immediate dissemination to local agencies. Instead of acting swiftly, staff awaited higher-level approvals, resulting in confusion and missed deadlines. Such delays compromise the organization's ability to efficiently meet its objectives as a liaison between local, state, and federal authorities. Addressing this lack of urgency is essential to improving service efficiency and enhancing the experience for stakeholders and the public.

## **Bureaucratic Processes**

PSUKNS's heavy reliance on bureaucratic processes often results in excessive delays, particularly due to the frequency of meetings required for decision-making. For example, before implementing a simple policy update or responding to urgent requests, staff must coordinate discussions with multiple parties, such as local authorities (PBT), the executive committee (Exco), and the State Secretary. This cascade of meetings slows decision-making and leaves urgent issues unresolved for extended periods. A practical instance occurred when a sudden policy clarification was requested; the process was delayed as approvals required back-to-back meetings with various stakeholders. This over-dependence on meetings not only disrupts workflow efficiency but also frustrates stakeholders expecting prompt resolutions. Streamlining these processes and limiting redundant meetings would enhance responsiveness and ensure better service delivery.

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## **Strategic administrative location**

The PSUKNS is strategically located in the Wisma Negeri building, situated in the heart of Seremban's city central. This prime location offers easy access for all stakeholders, ensuring that the office is conveniently reachable by both government officials and the public. Its central position makes it an ideal hub for coordination and interaction between various departments and agencies, as well as for facilitating smooth communication with citizens and other organizations. The accessibility of the location further enhances the efficiency of service delivery and strengthens the connection between PSUKNS and the community it serves.

## **Information and communication technology facilities**

PSUKNS ensures that a complete telecommunications network is available for officers and departments, including uninterrupted internet access and essential communication facilities. In line with its commitment to efficient service delivery, PSUKNS has implemented the MyGovUC service, improving communication and collaboration across various platforms. To enhance operational capabilities, the organization has also increased the procurement of equipment such as teleconferencing tools, computers, printers, scanners, and copiers, ensuring the smooth functioning of daily tasks.



# OPPORTUNITIES

## Encouraging public involvement

PSUKNS has become a central hub for the public, attracting individuals who seek expert consultation and various other services. The organization's commitment to serving the community is evident from the consistent flow of public feedback, including complaints and suggestions for improvement. These records highlight the public's active involvement and concern for the quality of services provided. Such engagement demonstrates a strong sense of partnership between the community and PSUKNS, with both parties striving for excellence in service delivery. The feedback received serves as a valuable tool for identifying areas of improvement and aligning services more closely with the needs and expectations of the public. This collaborative approach not only enhances service quality but also fosters trust and accountability. PSUKNS's proactive response to community feedback underscores its dedication to continuous improvement and its mission to deliver services that genuinely benefit the public.



# T R E A T S

## **Global economic instability**

Global economic instability has negatively impacted communities worldwide, including Malaysia, and more specifically Negeri Sembilan. The effects of this economic downturn pose challenges to the well-being of the population, making it crucial for PSUKNS, as a key advisor in economic development for Negeri Sembilan, to address these threats effectively. In response, Negeri Sembilan is actively involved in developing the 13th Malaysia Plan (RMK13) for the state, focusing on strategic initiatives to ensure sustainable growth and resilience. PSUKNS plays a vital role in this process by implementing well-structured strategies to mitigate economic risks and safeguard the welfare of the community. These efforts aim to ensure that development plans remain robust, adaptive, and aligned with the needs of the people, even amidst global uncertainties.

## **Rising public expectations**

PSUKNS now faces the critical task of leading state agencies to align with the national leadership's vision of creating more people-centric public services. This involves prioritizing the needs and expectations of citizens to ensure services are relevant, efficient, and accessible. However, negative public perception or dissatisfaction with government services poses a significant challenge. A failure to meet these expectations could erode public trust, which is essential for the success of any government body. Without trust, efforts to engage with and serve the community effectively may be undermined, limiting the impact of PSUKNS's initiatives. To address this, PSUKNS must adopt proactive measures, such as improving service quality, increasing transparency, and fostering open communication with the public. Building strong relationships with the community and consistently delivering on promises will be key to restoring and maintaining confidence in its ability to serve the people of Negeri Sembilan effectively.



# T R E A T S

## Outdated Skills and Training Gaps

As government services continue to evolve, continuous learning and upskilling are essential to maintaining effectiveness. However, there is a risk that lower-ranking employees may be left behind, as training opportunities and specialized courses are often prioritized for higher-ranking officers, such as leader and senior officials. This disparity could lead to skill gaps among lower-ranking staff, impacting their ability to adapt to technological advancements and modern service delivery methods. Addressing this issue is crucial to ensure that all employees, regardless of their position, are equipped to contribute effectively to the organization's goals.

## Political Changes

Shifts in political leadership at the state or national level pose a significant threat to PSUKNS, as they can lead to changes in priorities, policies, and leadership. These transitions often result in the reshuffling of key positions, which can disrupt the continuity of ongoing initiatives and plans. Frequent changes in leadership may also lead to inconsistencies in decision-making, delaying the implementation of critical projects and affecting the organization's overall efficiency. Such disruptions could hinder PSUKNS's ability to deliver its objectives effectively and maintain long-term strategies, ultimately impacting public trust and confidence in its services. Ensuring stability and adaptability during political transitions is crucial for sustaining the organization's effectiveness and commitment to serving the community.



# SWOT Matrix

## Strengths-Opportunities (SO) Strategies

### Capitalize on high-calibre management to drive public engagement and system improvements

PSUKNS can leverage its high-calibre top management to foster public engagement. With experienced leadership, it is easier to build relationships and collaborate with the community, customers, and other stakeholders. Additionally, the leadership team can implement system improvements to enhance operational efficiency and responsiveness to customer needs, which can increase overall satisfaction and support from the public.

### Impact

The ability of high-calibre management to engage with the public directly affects the organization's reputation and public perception. Effective public involvement can lead to better brand awareness and loyalty, while system improvements can lead to a more seamless experience for customers and internal stakeholders alike. A more efficient system can also contribute to reducing delays and improving customer satisfaction, ultimately resulting in increased revenue and long-term success.

### Recommendation

- **Enhance public relations efforts**
  - Engage in regular communication with the public through social media, events, and other platforms to strengthen their connection with the community.
- **Invest in leadership development programs**
  - Ensure that top management continues to build on their strategic thinking and management skills to effectively lead the organization through any challenges.
- **Involve management in feedback loops**
  - Regularly involve top management in assessing customer and public feedback to ensure that improvements align with community needs.





# SWOT Matrix

## Weaknesses-Opportunities (WO) Strategies

### Address bureaucratic processes through better ICT integration

One of the weaknesses identified is bureaucratic processes, which often result in delays and inefficiencies. By integrating advanced information and communication technology (ICT) solutions, PSUKNS can streamline these processes. For example, automation and digital systems could replace manual procedures, reducing the time spent on administrative tasks and minimizing human error. This would not only accelerate decision-making but also enhance accountability and transparency, which are key for improving responsiveness.

### Impact

Bureaucratic processes can lead to slow response times and a general inefficiency in organizational functions, which negatively impacts both employee morale and customer satisfaction. By integrating ICT, PSUKNS can overcome these barriers and establish a more agile and responsive organization. Employees will spend less time on paperwork and more on meaningful work, improving productivity, while customers will experience quicker resolution times and better service.

### Recommendation

- **Implement workflow management software**
  - Adopt systems that track and automate tasks, approvals, and communications to cut down on bureaucratic delays.
- **Provide staff training on new systems**
  - Ensure that employees are fully equipped to use new technology through training sessions and user-friendly interfaces.
- **Assess current bureaucratic hurdles**
  - Continuously review and streamline administrative processes to ensure they align with modern expectations and technological capabilities.



# SWOT Matrix

## Strengths-Threats (ST) Strategies

### Leverage high-calibre management to adapt to political changes

Political changes, whether related to government policies or shifting public sentiment, can create an environment of uncertainty. High-calibre management teams possess the skills to quickly understand and adapt to these changes. They can lead the organization in adjusting its strategies, policies, and practices to stay compliant and competitive despite any political disruptions. Moreover, experienced leaders can anticipate potential changes and prepare the organization ahead of time, positioning PSUKNS to turn political challenges into opportunities.

### Impact

Political instability or policy shifts can have a major impact on operations, costs, and market conditions. Without experienced leadership, PSUKNS could struggle to navigate these shifts and might face legal issues or reputational harm. However, with effective management, the company can maintain stability, proactively address any political risks, and safeguard its long-term success. This approach can also enhance stakeholder confidence, as the company will be seen as resilient and adaptable.

### Recommendation

- **Establish a crisis management team**
  - Form a specialized team that is tasked with monitoring political developments and formulating response strategies to minimize potential risks.
- **Develop strategic partnerships**
  - Engage with industry associations and political consultants who can provide insights into potential changes and help shape responses.
- **Stay informed on political trends**
  - Regularly update top management on political changes and ensure they are prepared to adjust strategies accordingly.



# SWOT Matrix

## Weaknesses-Threats (WT) Strategies

### Streamline processes and reduce bureaucracy to improve urgency in actions

One of the threats PSUKNS faces is rising public expectations. As customers and stakeholders become more demanding, the organization's response time becomes even more critical. By streamlining bureaucratic processes and focusing on reducing inefficiency, PSUKNS can increase the urgency and responsiveness of their actions. Simplifying decision-making, reducing approval steps, and empowering employees with more autonomy can accelerate response times, directly addressing the growing expectations of customers and stakeholders.

### Impact

A lack of urgency in responding to customer needs can result in frustration, damage to reputation, and even a loss of business. Bureaucracy often hinders quick decision-making, making it difficult for organizations to meet the fast-paced demands of modern customers. Reducing these barriers will not only help PSUKNS become more agile but also build trust and loyalty among its stakeholders by demonstrating a commitment to quick and effective action.

### Recommendation

- **Empower decision-makers**
  - Grant more authority to employees at lower levels to make decisions, speeding up the process and reducing bottlenecks.
- **Simplify approval processes**
  - Evaluate and eliminate unnecessary steps in approval chains to make decision-making more efficient.
- **Monitor customer satisfaction closely**
  - Use surveys, focus groups, or real-time feedback mechanisms to ensure that improvements are effectively addressing the urgency that customers expect.



# Conclusion

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My internship at Pejabat Setiausaha Kerajaan Negeri Sembilan, Bahagian Kerajaan Tempatan, has been a transformative experience that greatly enhanced my personal and professional development. It allowed me to bridge the gap between academic knowledge and practical application, fostering a deeper understanding of how public administration operates and the importance of effective governance in serving the community.

Throughout the internship, I gained invaluable skills in communication, problem-solving, and adaptability. The dynamic environment helped me to think critically and act decisively in addressing challenges, while also teaching me the significance of collaboration and maintaining professional relationships. I developed a stronger appreciation for the value of structured processes, attention to detail, and accountability, which are vital for achieving organizational goals.

This experience has also instilled in me a greater sense of confidence and responsibility. It reinforced the importance of lifelong learning and the need to remain adaptable in an ever-evolving professional landscape. Moreover, it heightened my commitment to contributing positively to any organization I am a part of by upholding integrity, excellence, and a focus on continuous improvement.

As I look ahead to my future career, I am grateful for the insights and growth this internship has provided. It has equipped me with not only technical and professional skills but also a mindset to embrace challenges and opportunities with enthusiasm and determination. This chapter has laid a strong foundation for my aspirations and further solidified my desire to make a meaningful impact in my professional journey.





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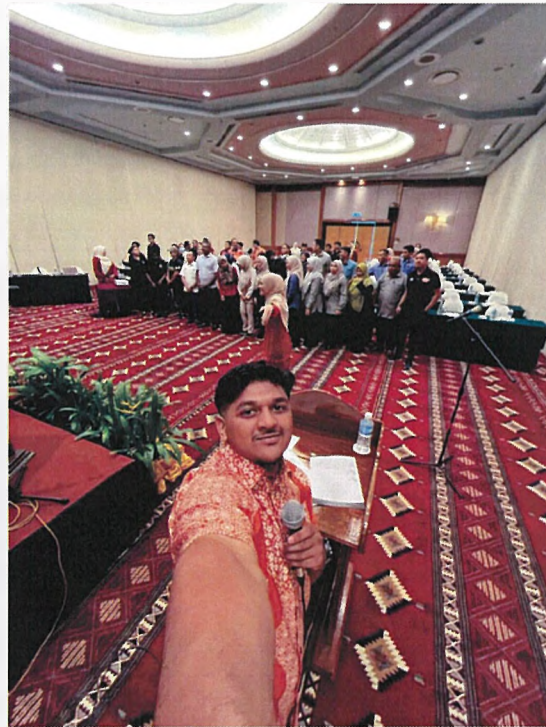
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# APPENDIX



**Emcee for the event involving the official visit of BKT SUK Johor to BKT SUK Negeri Sembilan**



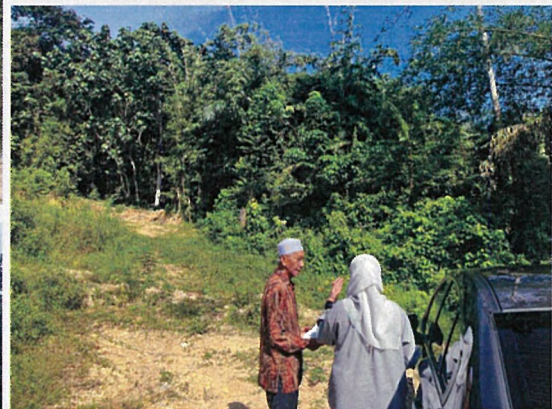
**The emcee for the 2024 Council Members Seminar.**



**Participated in a community cleanup program organized by the Seremban City Council at Taman Thivy Jaya.**



# APPENDIX



**A visit to proposed sites for stray dog shelters as part of the program to reduce the stray dog population in Negeri Sembilan.**



# APPENDIX



**Ekosistem Kondusif Sektor Awam 2024 (EKSA)**



**A visit to veterinary clinics that provide neutering services for stray dogs.**