



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



INTERNSHIP REPORT

INTERNSHIP AT JABATAN PENYIARAN NEGERI PERLIS



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EXECUTIVE SUMMARY

Over the past six months, I had the privilege of interning at Jabatan Penyiaran Negeri Perlis in the administration department, focusing on the telecommunication sector. This experience offered a comprehensive learning opportunity in administrative operations, event management, and working with supportive leaders in a positive environment. I gained valuable insights and skills that have significantly contributed to my professional growth.

In the administration department, I managed daily office operations, scheduled meetings, maintained records, and handled correspondence, enhancing my organizational and time-management skills. I also assisted in organizing departmental events and workshops, further developing my event planning abilities.

A key highlight was participating in various programs outside the office, which broadened my understanding of the public sector. These experiences provided invaluable insights into administrative functions and operations.

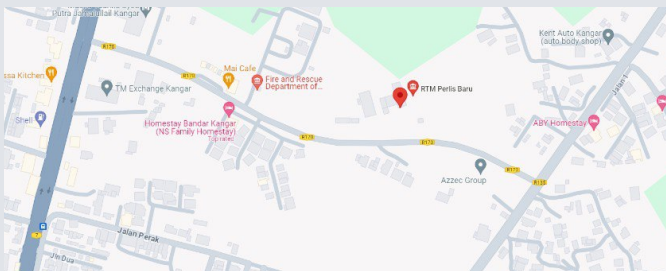
Interacting with exemplary leaders who offered mentorship and shared their experiences was crucial for my professional growth, shaping my career aspirations and work ethic.

The supportive work environment at Jabatan Penyiaran Negeri Perlis made my internship enjoyable and fulfilling. The administration department's collaborative culture and the willingness of colleagues and supervisors to assist and share their expertise facilitated my learning and personal development.

I developed advanced skills in office management, scheduling, document handling, communication, and teamwork through regular interactions with diverse teams.

In conclusion, my six-month internship at Jabatan Penyiaran Negeri Perlis significantly enhanced my professional and personal growth. The diverse administrative tasks, participation in external programs, and mentorship from exemplary leaders provided a comprehensive learning environment. This internship laid a strong foundation for my future career in administration, and I am deeply grateful for this opportunity. The knowledge and experiences gained will serve as a cornerstone for my continued professional development and success.

ABOUT JABATAN PENYIARAN NEGERI PERLIS



Jabatan Penyiaran Negeri Perlis is also known as Radio Televisyen Malaysia (RTM) Perlis or PerlisFM. It is located at Persiaran Tuanku Syed Putra, in a very strategic place in Kangar. RTM operates under Ministry of Communications.

Perlis FM is a radio station owned and operated by Radio Televisyen Malaysia, the public national radio network. It is one out of 34 radio station under RTM.

The operation hours of RTM Perlis is from 6a.m. to 12a.m. for radio broadcast. The office of RTM Perlis operates from 8a.m. to 5p.m..

PerlisFM have 4 segments in a day ;



The logo of PerlisFM use the colour of Perlis state, blue and yellow, with their slogan "Serasi Denganku".

Vision

Become a leading and dynamic national broadcasting entity on a global scale.

Mission

Broadcast high-quality information and entertainment programs on radio and television that are competitive and culturally relevant, utilizing the latest technology and catering to audience preferences towards achieving national aspirations.

Goals

Leading and dynamic national broadcasting entity on a global scale.

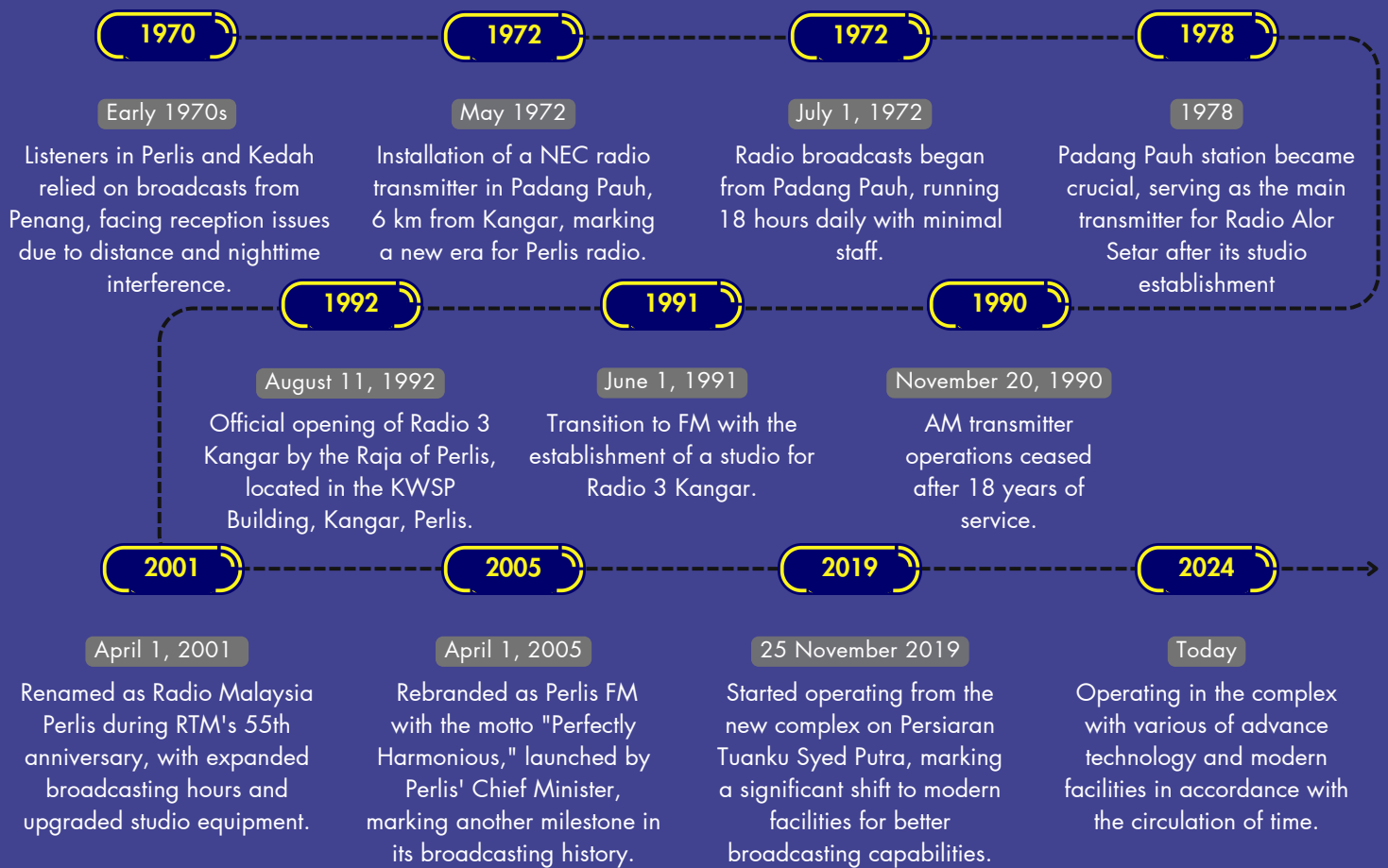
Uphold cultural integrity and competitiveness.

Align with national aspirations and vision.

Objective

Broadcast high-quality information and entertainment programs on radio and television

Use modern technology effectively



BACKGROUND OF RTM PERLIS

- In early 1970's Perlis and Kedah's listener only listen to broadcast from Penang. Unfortunately, they do face reception issues like distance and interference. They come out with a solution to install a NFC radio transmitter in Padang Pauh.
- On 1st July 1972, it then began broadcasting from Padang Pauh, running 18 hours daily. After that, Padang Pauh also serve as main transmitter for Radio Alor Setar in 1978.
- AM transmitter operations ceased after 18 years of service. Then, the establishment of a studio for Radio 3 Kangar, inaugurated by the Perlis Chief Minister the radio broadcast changed to FM.
- RTM decide to rent a space in KWSP building in Kangar for daily operation to have a better space for Radio 3 Kangar, it was officially opened on 11th August 1992.
- On the 55th anniversary of RTM, Radio 3 Kangar has transform the name to Radio Malaysia Perlis. It operates as Radio Malaysia Perlis for 4 years, then change to PerlisFM on 59th anniversary of RTM.
- Perlisfm then faced another new phase when they finally have their own complex in 2019. Perlisfm start operate in the new complex on 25th November 2019. It is equipped with modern facilities for better broadcasting capabilities. Till today, Perlisfm still operate in the complex and there were always advancement of equipments and facilities accordance with the circulation of time.