MARA UNIVERSITY OF TECHNOLOGY
FACULTY OF PUBLIC ADMINISTRATION & LAW
DIPLOMA IN PUBLIC ADMINISTRATION

SAHSIAH RUPA DIRI IN UiTM CAMPUS SAMARAHAN

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ABSTRACT

The completion of this project paper is highly about the 'Sahsiah rupa diri' rule implementation among student of University Teknologi MARA Samarahan Campus. This project paper is about UiTM Kota Samarahan student's response towards the rule of 'Sahsiah Rupa Diri'. 'Sahsiah Rupa Diri' rule is important in an organization of education like UiTM. It is a perspective where student are being prepared to act and dress in their future workplace. The aim of this project paper is to find out how many students are agreed and disagree to this rule. Prior to writing this project paper, a survey was conducted on December 2003 through the use of questionnaires and personal interview with officer and student of UiTMCS. The finding of this project clearly shows that the students are still comfortable with the implementation of this rule. Where as in the recommendation, ideas and opinions to improve the 'sahsiah rupa diri' among students is given specifically according to time, place and occasion.

CHAPTER 1: INTRODUCTION

MARA University of Technology is one of the government organizations for the purpose of training and education. Mara University of technology is based in Shah Alam and has 18 branches which have been placed at every state in Malaysia. Sarawak state has two branches which is Samarahan campus and Mukah campus.

The history of MARA University of Technology or generally known as UiTM. At the first started at its establishment, UiTM was just an experimental centre for the bumiputeras or rural youth who were English-educated back in the year 1956-1965. The centre was known as Pusat Latehan RIDA. RIDA +which acronym comes from Rural and Industrial Development Authority was establish to improve economic development as to give commercial training to rural local people. In November 1956, Dewan Latehan RIDA began its operation under its first principal Tuan Syed Alwi bin Syed Sheikh Alhadi. It was officially opened by Dr. Ismail bin Dato' Abdul Rahman, the Minister for Trade and Industry, on February 14, 1957.

In June 1956, a few proposals have been presented at the Bumiputeras Economic Congress. The proposal was to re-evaluate the objective of RIDA. After at passed, RIDA had made its steps by changing its name to MARA or Majlis Amanah Rakyat. Pusat Latehan RIDA changed to Maktab MARA in December 1965 after it passed by the parliament.

'Sahsiah Rupa Diri' in UiTM, where student require following the regulation that has be outline in the (Ketetapan Pindaan Peraturan Pakaian dan Rupadiri yang Dikuatkuasakan Mulai Sesi II Tahun Akademik 1996/1997 di seluruh kawasan kampus

CHAPTER 2: LITERATURE REVIEW

In this literature review, we have identified relevant literature from a few sources and evaluate this literature in relation to the research problem. Primarily the purpose of this review is to assist us in resolve our problem research.

- ✓ There are many reasons for surveying, some of the reasons normally divide into four part or categories:

    Who are your target group for "sahsiah rupa diri"? (Demographics)

    What are "sahsiah rupa diri" about?

    Why the implementation of the "sahsiah rupa diri" is importance?

    How the student perception toward the "sahsiah rupa diri"?

- ✓ Before you start to make survey about the "sahsiah rupa diri" and going more details about this topic, you must have well-defined reasons for surveying. What is the problem you are trying to solve and issue that you need to learn more about?