



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

INDUSTRIAL TRAINING REPORT

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020614396
BA2325B
MGT666
(1 MARCH - 15 AUGUST 2023)



MAJLIS
PERBANDARAN
PONTIAN

www.mppontian.gov.my



EXECUTIVE SUMMARY

My internship journey 6 month was beginning at Majlis Perbandaran Pontian (MPPn) from 1st March 2023 until 15th August 2023. The Pontian Municipal Council is an administrative body responsible for administering the Pontian district in Johor, Malaysia. This report content is the details of my 6th months internship journey. I had finished my industrial training under Community Development Department and Tourism Unit. The Community Development Department plays a role in coordinating, planning and implementing community and tourism activities in collaboration between the Resident Committee, Government Agencies, Private Parties and Local Authorities meanwhile the aim of the establishment of the Tourism Unit is to develop successful tourism resources, especially within the administrative area of the Pontian District Council.

During my 6 months internship I was assigned to perform task related to social and tourism activities or programs in the Pontian District. Basically, the work I do involves more time outside the office than inside the office. However, to implement a program it is necessary to follow the correct procedure.

I had learned a lot of skills and knowledge that related how to manage a program by following the correct procedure, from the preparation of paperwork to the program fee claim. I really enjoy during this internship because the staff is really supportive and willing to guide me during my internship journey. Additionally, this internship journey was reached my goals what I want to get during internship.

In this report also has content the strengths, weaknesses, opportunity and threat of Majlis Perbandaran Pontian. Basically, the strengths of the company are focus on their business activity and employee. Then, the weaknesses of the company are involving technology and the use of ICT. basically, this company does not use the latest ICT equipment. Next, the opportunity of the company of course focusses on the profit and business opportunity. Last, the threat related to the competitor and human resources due to the company do many programs that require a lot of manpower.

ACKNOWLEDGEMENT

First and foremost, I express my gratitude and praise to God for his guidance and blessing throughout my entire industrial training. I am able to complete this report under MGT666 subject that was assigned to me in order to fulfil a condition for being awarded a Degree in Office System Management by Universiti Teknologi Mara, Kampus Bandaraya Melaka.

Special thanks to Senior Executive for Unit Manpower Planning and Recruitment of Majlis Perbandaran Pontian (MPPn) for give me the opportunity to do my industrial training at the company. Next, I would like to say a thousand thanks to my supervisor, Mr Norazali bin Zainuddin for guiding me and sharing knowledge throughout my industrial training in this company. Moreover, I would like to express my gratitude to all my teammate at Unit Manpower and Recruitment for their support, and continuous guidance throughout my industrial training. I have gained so much knowledge and experience. I am very honored and happy on the explanation, teaching and knowledge that I have gained as an internship student.

Besides that, to my advisor Madam Munirah binti Mohd Jidi for helping me in handling the necessary paperwork and formalities in order for me to undergo training smoothly and have contributed a great deal in giving the guidance and exposure towards my final year project.

Finally, I would want to thank my family and coworkers for their soothing support. I would also want to express my heartfelt appreciation to my pals who talked and even contributed their ideas and opinions, which were fantastic and useful. I will never forget all of your assistance and suggestions, which I will completely implement in all relevant assignments. I would want to thank everyone who has contributed to the success of my industrial programme by providing support, guidance, and help.

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1.0 Student's Profile



FAKRUL AZZIM BIN ABDULLAH

CONTACT

Phone
[Redacted]

Email
[Redacted]

Address
[Redacted]

OBJECTIVES

Seeking a challenging career with progressive organisation that provide an opportunity to develop my technical skills and abilities in the field office management, administrative and others related field. I want to maximise my potential in giving quality performance at all times for the attainment of the goal of organisations.

LANGUAGE

English 85%

Malay 100%

REFERENCES

Muna Kameelah Binti Saudid Degree Personal Advisor Phone: [Redacted]	Munirah binti Mohd Jidi Industrial Training Advisor Phone: [Redacted]
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WORK EXPERIENCE

Tabung Haji Plantations Berhad Ladang Gunung Sumalayang (2019)

- Assist company in research and data capturing.
- Attend meetings and take minutes.
- Participate and handling work division for workers.

EDUCATION

Diploma In Industry Planting Management (2017-2020)

- Universiti Teknologi Mara, Kampus Jasin
- 3.33

Bachelor in Office System Management (2021-Present)

- Universiti Teknologi Mara, Kampus Bandaraya Melaka
- Current CGPA: 3.52

SMK Telok Kerang (2013-2017)

- Sijil Pelajaran Malaysia (SPM)
- 7A 1B 1D

ACTIVITIES AND INVOLVEMENT

- Exco of Bachelor of Office System Society.
- Project Leader of Program My First RM 1.
- Winner for the project Weaver Malaysia in Social Business Plan (Entrepreneurship, Innovation & Technology) Pitching 2022.
- Exco of Program Webinar Effective Communication.

2.0 Company Profile's



Company's name:

Majlis Perbandaran Daerah Pontian

Location:

Darul Ta'zim Majlis Perbandaran, Jln. Alsagoff, 82000 Pontian District, Johor, Malaysia

Operation hour:

Sunday	8am-5pm
Monday	8am-5pm
Tuesday	8am- 5pm
Wednesday	8am-5pm
Thursday	8am-3.30 pm
Friday	Closed
Saturday	Closed

2.1 Company background



Figure 2.1.1: Image of Pontian Municipal Council

Pontian Municipal Council was founded on November 1, 1976, under Act 124 (Temporary Act), which was later amended to become Act 171, Local Government Act 1976. This Council administers an area of 1080 hectares that includes Pontian Town, Pekan Nanas, Benut, Permas, and Ayer Baloi. Pontian Town was governed by the Pontian Town Council prior to the foundation of the Pontian Municipal Council, while the Pekan Nanas, Benut, Ayer Baloi, and Permas Branches were administered by their respective Local Councils. Pontian Municipal Council has disbanded three Local Councils, namely Pekan Nanas Local Council, Benut Local Council, Ayer Baloi Local Council, and Pontian Town Council, and its administration has been taken over by Pontian Municipal Council.

Pontian Municipal Council authority includes an area of 19,701 hectares and 40 left or right chains of important highways in the Pontian District. However, the area dedicated to sanitation and other essential services is just about 1,280 hectares. Other regions are only under the council's authority in terms of development and the issue of business licenses. All possessions in the taxable region are subject to varied Property Tax rates based on the conditions of holding. Based on the terms of the Local Government Act, the Council also offers sanitary services and other essential utilities to the people of this region.

Through Government Gazette J.P.U 1261 in the same gazette that clarified the boundaries of the Municipal Council area with a total area of 2687 acres including its branches, the Town Council and Local Councils were included under one administration, namely the Pontian Blood Council, effective February 1, 1979. Pontian Municipal Council administers the entire territory with the authorities granted in Act 171 (Local Government Act 1976), without changing the original limits of the Town Council and Local Council.

2.2 Mission, Vision, Objective and Goals

MISSION

- To plan, manage, regulate and deliver services efficiently and effectively to improve the society's quality of life.

VISION

- To establish Pontian as a developed, dynamic and progressive city come 2025.

OBJECTIVES

- To establish a quality and efficient management and administration for the locals.
- To ensure a controlled planning and development.
- A sustainable environmental development which is capable of maintaining a good environmental hygiene quality.
- To provide and manage infrastructure for the improvement of resident's socio economy.
- To provide and maintain public amenities.
- To encourage residents towards excellence in aspects of physical, spiritual and mental through the preservation and maintenance of environment and ecology.

2.3 Organizational chart

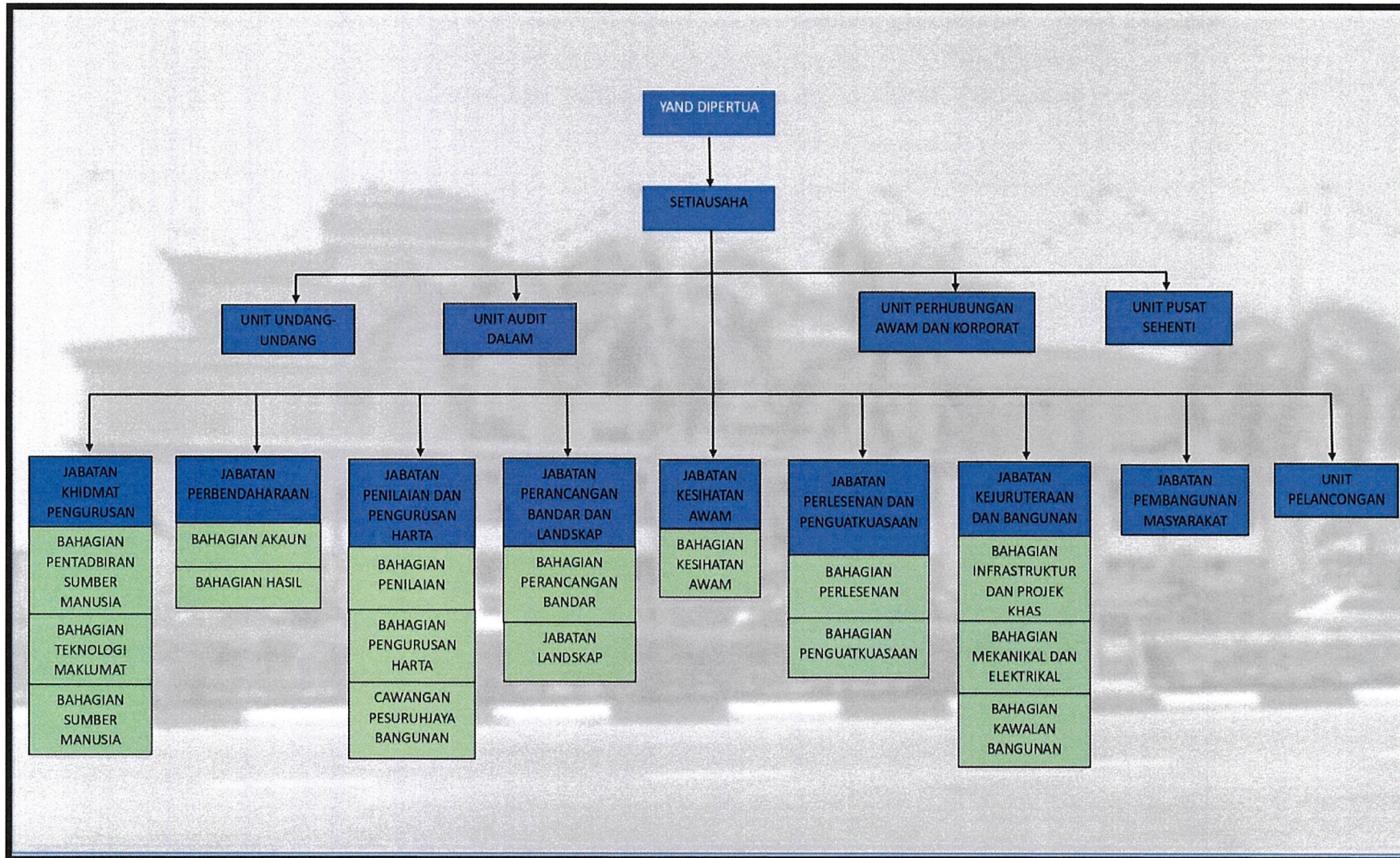


Figure 2.3.1: Organizational chart of MPPn

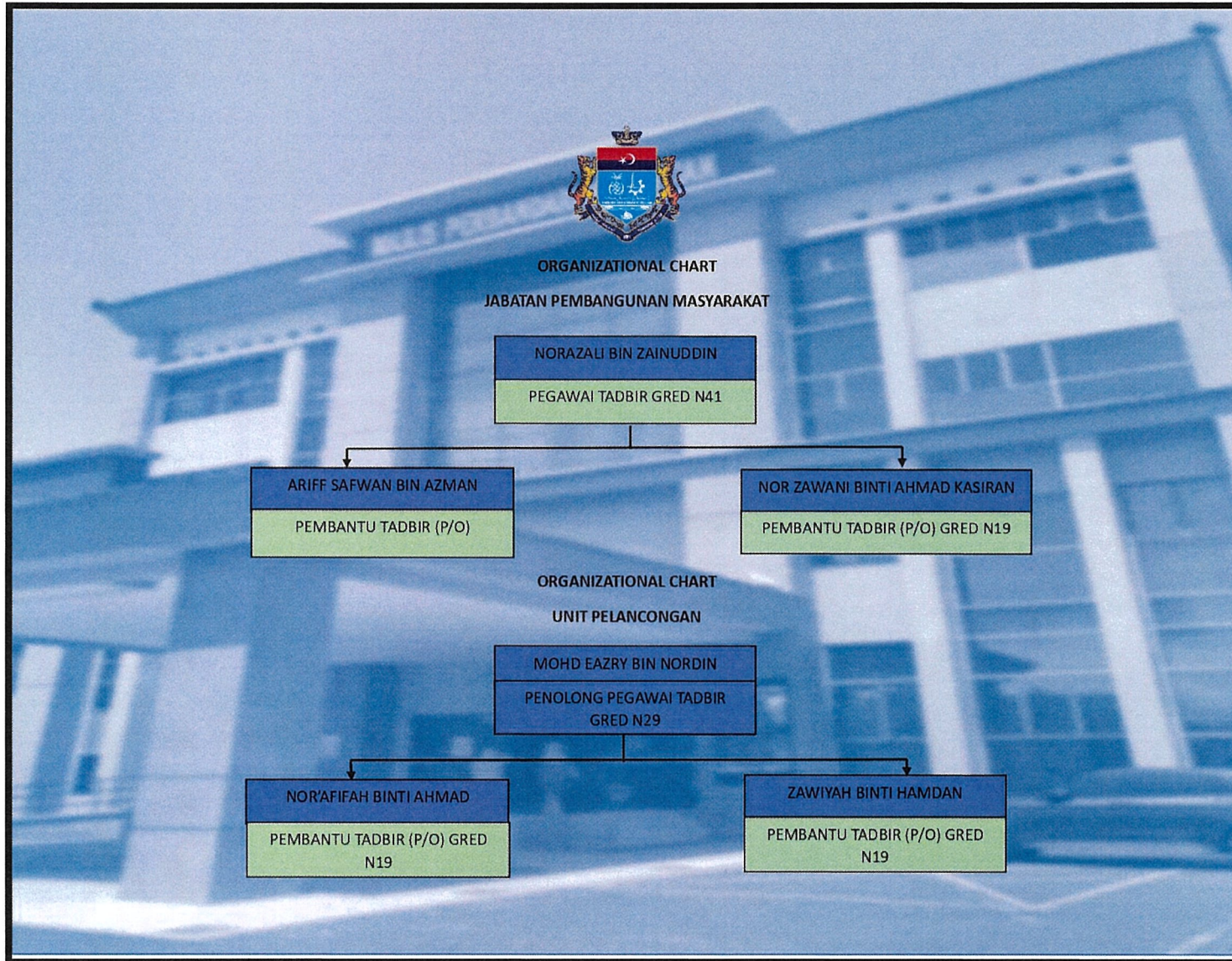


Figure 2.3.2: Organizational chat of Community Development Department & Tourism Unit

2.4 Product and service

2.4.1 MPPn's website



Figure 2.4.1.1: Front page of MPPn's website

MPPn's official website was created to provide information and services to the public. Among the information provided are the assessment tax, payment counter schedule, tent and equipment rental rates, list of landlords under the Pontian district council, tourist spots in the Pontian district, business license application form and also the advertisement of vacant positions.

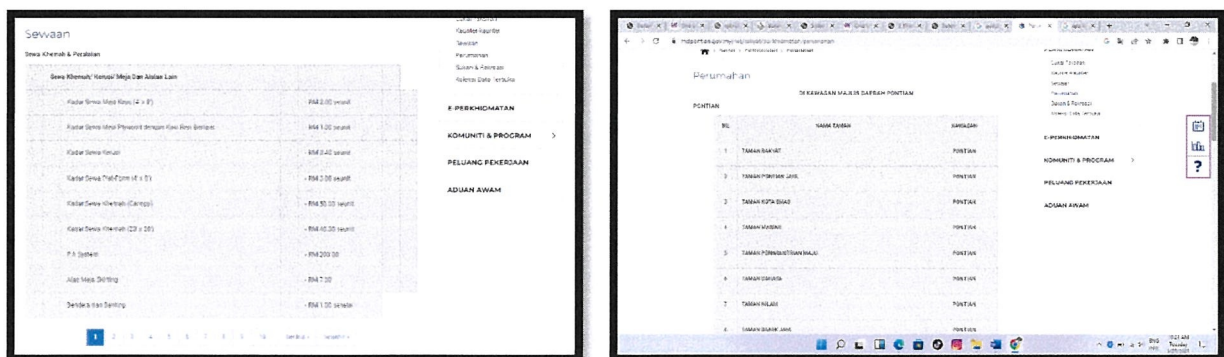


Figure 2.4.1.2: Example of information on MPPn's website

2.4.2 SISPA

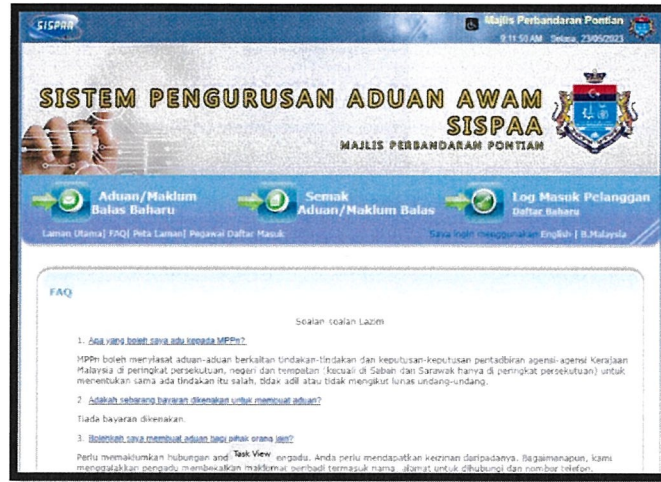


Figure 2.4.2.1.: SISPA front page website

Basically, the department assigned to manage complaints from residents in the Pontian District is the Corporate and Public Relations Unit. The MPPn can investigate complaints related to the actions and administrative decisions of Malaysian Government agencies at the federal, state and local levels (except in Sabah and Sarawak only at the federal level) to determine whether the actions are wrong, unfair or not in accordance with the law. The types of complaints received by the MPPn are about delays or no action, unfair actions, lack of public facilities, policy flaws and legal weaknesses, abuse of power or distortion, misconduct by public members, failure to follow procedures, failure to enforce and the quality of services unsatisfactory. All complaints can be referred to the MPPn except for complaints against Government policy, matters under the jurisdiction of the Public Accounts Committee, the Anti-Corruption Agency and the Legal Aid Bureau. We do not accept complaints that have been referred to a lawyer or court.

2.4.3 OSC Online



Figure 2.4.3.1: OSC front page website

ONE STOP CENTRE (OSC) works to Coordinate and facilitate land development application approval process, applications for planning permission, building plan, earthworks, road and drainage plans and other plans related to development proposals in Pontian District Council. Therefore, OSC Online is an electronic system created for making and processing applications for PBT control projects. It is also a one-stop center for information and two-way communication regarding progress control.

2.4.4 MYPATIL



Figure 2.4.4.1: Pontian e-License application and MyPATIL digital license

MyPATIL is a new approach carried out by MPPn which is required to be installed in every registered business premises aims to make it easier for traders to obtain and renew business premises licenses by scanning a QR code that be installed at the business premises using the application “**Pontian e-License**” without having to go to the PBT counter. Among the benefits of MyPATIL is replacing printed business licenses to curb license forgery, license duplication,

license loss and doing business without a license, checking business license information digitally to find out licensee data, approved business activities and license validity period.

2.4.5 HRMIS 2.0



Figure 2.4.5.1: HRMIS 2.0 front page website

Hrmis 2.0, or Human Resource Information Administration System, is one of the Malaysian Public Service Department's portals for ensuring more systematic and integrity in Civil Servant Administration. This system includes a number of functions and modules. Civil officials in other sectors or ministries, in addition to educators, utilize it.

Although there are various functions in HRMIS2, MPPn may only use a few functions, including Performance Management, Personal Record Management, Compensation Management, Benefits, and Rewards (Leave Management). If someone has just entered the government sector, they should update their personal information by entering the Personal Records Management Function. In this application they need to update their self because the required information is from their self, among the required information are Personal Data, Education, Family, Language, License, Service History, Work Experience, Medical History, Awards, Service Profile. Apart from that, they will also use this system to apply for leave, whether special rest leave, sick leave, unpaid leave, maternity leave and so on. Although there is already an online version, there is still manual filling that also needs to be filled in as an offline record.

3.0 Training Reflection

3.1 Duration and specific department



Figure 3.1.1: Department of Community Development and Tourism Unit

I completed my industrial training at Majlis Perbandaran Pontian for 6 months and I am currently assigned to the community development and tourism unit. During my 24-week internship, I have learned a lot during my internship such as how to make a pictural report, site visit for, how to record out and in letters and memo and so on. So, basically, my job entails dealing with both internal and external personnel. My supervisor, Mr. Norazali bin Zainuddin, educated me on my first day about the working day, my tasks and duties, my colleagues, the internship guidelines, and my attendance record. Basically, my working hours at Majlis Perbandaran Pontian is 9 hours and 1 hour lunch break which is from 1 pm to 2 pm.

3.2 Pictural report

Pictural report displays photos of the activity along with the date and a brief description of the activity. Basically, a picture report will be made when a program is completed. pictorial reports are made to show the pictures of the activities carried out for a program. Among the programs carried out under the Community Development Department is the "**Pontian dihatiku**" program. This program is a program that involves community programs that involve residents in an area. Among the activities that carried out are cleaning activities, open houses, competitions, welfare assistance and others. Therefore, for this task, I was assigned to attend each program in order to take pictures during the program for the purpose of a photo report.

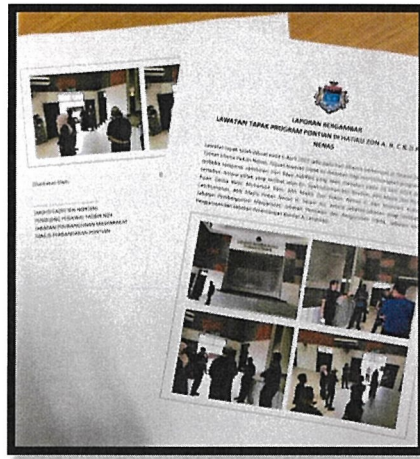


Figure 3.2.1: Example of pictorial report

3.3 Site visit

A site visit is an activity in which officer or staff visit a place that event will be held, in order to ask questions, observe work in progress and to discuss the problems that occur. Usually, the parties involved in this activity are the departments involved in implementing a program. therefore, each department involved will take action based on the duties of their respective departments.

Next, for the Tourism Unit, site visits will be conducted to areas that have opportunity for tourist attractions such as resorts, cafes, restaurants and homestays. The purpose of this site visit is to promote it on the "**Jom Pontian**" Facebook page. Every tourist spot we visit, we will give brochures to the tourist spot so that the brochures can be distributed to the tourists who come at the same time they can provide them with information about interesting tourist spots in the Pontian District.

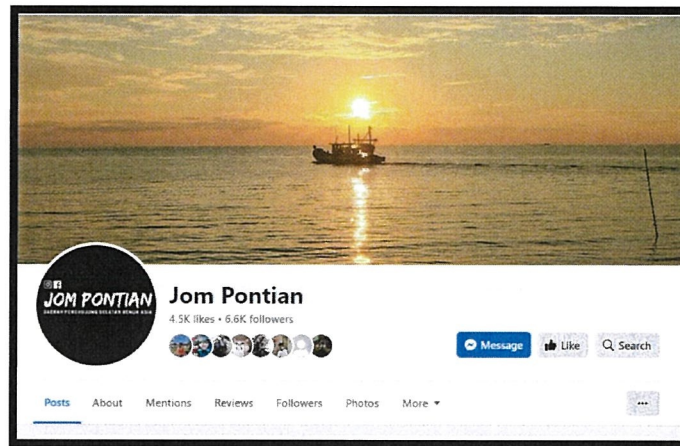


Figure 3.3.1: Jom Pontian Facebook page



Figure 3.3.2: Tourism brochure

3.4 Johor State Tourism Digital Course

At MPPn I was placed under the Tourism Unit. Therefore, I was sent to the Johor state Tourism Digital Course. The purpose of this course is to help entrepreneurs who have a place that can be used as a tourist spot in the State of Johor to develop their business by using digital platforms such as the use of Artificial Intelligence (AI), social media and others. This course offers interactive and practical training to help participants from tourism industry players to understand the practical use of digital technology.

Among the other inputs I got was how to use the marketing mix (4ps) i.e., product, place, price and promotion correctly to develop a tourism business. The marketing mix is the collection

of marketing instruments that a company use to achieve its marketing objectives in the target market (Kotler, Ang, Leong, and Tan, 1999). The marketing mix is not a management theory generated from scientific investigation, but rather a conceptual framework that underlines the key decisions that marketing managers make when designing their services to meet the demands of their clients. The tools may be used to create long-term strategies as well as short-term tactical plans (Palmer, 2004). This course also explains about engine optimization which is method that can be used to increase traffic to a website is by increasing the ranking on a search result page. For example, by using keywords in each caption of posting on social media. In addition, this course also teaches us how to register a google business profile. Google Business Profile is an easy-to-use tool for business and organizations to manage their online presence across google. To help customers find their online business, we can verify our business and edit our business information.



Figure 3.4.1: Pictures during the Johor State Tourism Digital Course

3.5 Memo and letter preparation

According to Kementerian Pendidikan Institut Aminuddin Baki (2018), Memos are a communication tool in their own department for officially connected. In addition, memo is a form of writing that simple, compact but clear. Although brief, memos have general characteristics which must be followed when writing it. The most important memo is an order or instructions from superiors to subordinates. Like letters, memos, some are official and some are personal. Like official letters, memos also have a specific purpose that also needs to be known by education leaders so that the memo produced becomes a quality memo and effective. The following is the purpose of the memo produced, namely:

- Presentation of internal information of the organization.
- Announcement of a change in the organization's policy.
- Explaining new procedures about something.
- Application of a matter in a department in the organization.
- Giving advice on making a decision.
- A brief report on the status or what is happening on at that moment.

Official letters are communication tools written by government departments, statutory body, private or individual to connect or communicate official to each other. An official letter is also a letter written for official affairs. Official in this context refers to all affairs in relation to government departments, statutory bodies, institutions education, institutions, private companies and individuals. Writers can consist of people an individual, a person on behalf of a department or a person on behalf of an institution, or company. The recipient can be an individual, a department, institutions and so on. There is no denying that there are many meanings of letters can be said, but what is the most interesting which can be concluded that the letter itself as a written communication tool which is intended to convey information from the sender to the party recipient of the letter. There are many types of official letters that are often used in our country, among them letter of instruction, cover letter, letter of agreement, letter of support, letter of application, letter objection, letter of certification, letter of invitation, letter of recommendation and so on (Kementerian Pendidikan Institut Aminuddin Baki, 2018).

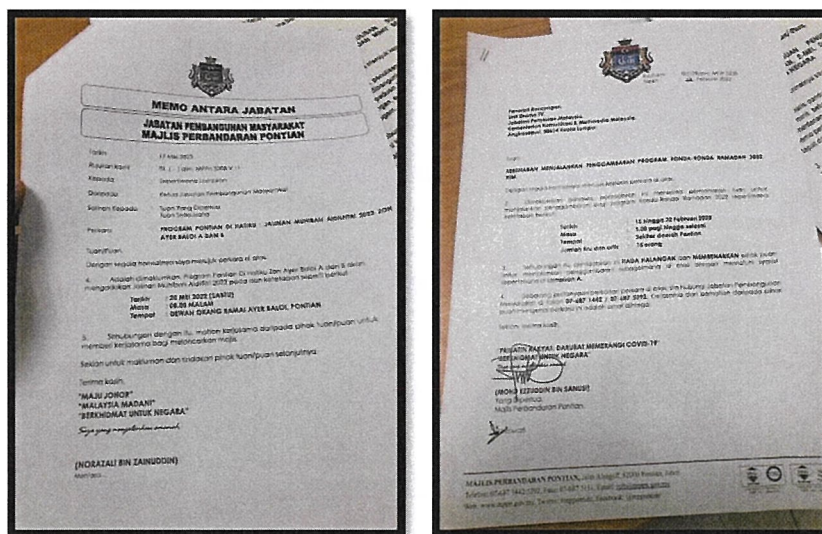


Figure 3.5.1: Example memo and letter of JPM

3.6 Community programs

Kenny (2007) defines community development as a comprehensive strategy based on the values of empowerment, human rights, inclusiveness, social justice, self-determination, and collective action. Community development views individuals of the community as experts in their own lives and communities, and it emphasizes community knowledge and wisdom. Community people lead community development programmes at every level, from problem identification to action planning and implementation. Community development places a strong emphasis on power redistribution in order to address the root causes of inequality and poverty.

Since I was placed under the community development department, I often participated in community programs. The community development department functions to manage matters related to Councilors and the Population Committee, coordinate the Urban Poverty Eradication Program, implement the Local Agenda Program and Gerak Mesra, as well as the management of the Residents' Representative Committee of the Pontian Municipal Council together with the Urban Wellbeing Unit. Among the community activities that I participate in are the gotong royong program, painting the shoulder of the road and also cleaning the area of the residents' houses.



Figure 3.6.1: Activities carried out for community programs

4.0 Swot Analysis



S Strengths	W Weaknesses	O Opportunities	T Threats
<ul style="list-style-type: none">• Sufficient income.• Strategic MPPn location.• Employer concern about worker welfare and daily well-being	<ul style="list-style-type: none">• ICT equipment that is not up-to-date.• Poor website performance.• Low employee morale	<ul style="list-style-type: none">• Cooperation opportunities with external parties.• Opportunity to become Pontian Municipal Council• Develop the development sector in the council area.	<ul style="list-style-type: none">• Government policy changes.• Interdepartmental programs overlap.

Figure 4.0: Swot Analysis of MPPn

5.0 Discussion and Recommendation

5.1 Strength

5.1.1 Sufficient income

MPPn has sufficient income because 1% of his income is from direct taxes and non-taxes such as door tax, land tax, license fees and business permits which is an average of RM 360,000 will be used for welfare work, programs and so on. This is because, MPPn is a government company, so that most of the income is from collection taxes. According to American International Journal of Business Management (2022), tax is defined as any payment required by law, given in favor of the state budget, by people and economic units of a country, based on income or wealth, consumption of goods and services.

Direct and indirect taxes are the two primary types of taxes. Direct taxes encompass all sorts of taxes paid from income, such as pay or other earnings from private, individual, or communal activity. These are huge taxes in terms of the number of taxpayers, they are revealed, and they are applied with specific percentages on income or profits. Consumption tax, company income tax, social and health insurance contributions, wealth tax, personal income tax, and so on are all examples of direct taxes. Indirect taxes are those paid mostly by consumers, users of products or services, and apparently by. As a rule, they are included in the price of the goods, they are disguised, hidden, social control over them is limited, and the reaction of the general public to them is limited, because they pay for the goods, they buy without realising that they have also paid some tax in favor of the seller of the goods (Albina and Valbona, 2022).

My recommendation for this point is I recommend an expanding in the taxable base and reforming tax administration. Considering that one of the main revenue this company are shop license contributions paid for every individual registered as employed, and that one of the main problems in Pontian is the illegal work without registration. We think that more controls should be made and more strict measures should be taken in order to reduce the level of illegal work. In this way the revenues from the tax payment contributions will increase.

Next, my suggestion for MPPn to build on this strength is to invest money in updating equipment and facilities in each department. Computers, computer software, the internet, and an intranet system are among the amenities. Having enough cash on hand helps firms to satisfy a variety of production and operational needs while minimizing their financing risk.

5.1.2 Strategic Location

Having a good location strategy allows a company to obtain the optimal location aligned to your organization's needs and objectives, one that allows your firm to maximize opportunity while minimizing costs and risks. MPPn is a company that sits under the service sector. The service business establishments in the tertiary sector are almost always found in proximity to their market, due to the fact that most service cannot be stored. Likewise, market accessibility is important for the service business establishment in the quaternary sector that is characterized by frequency of purchases. Because their production and consumption take place simultaneously, the best location for service business or other consumer service providers are in places with a high market density (Hanink, 1997). Other factors such as traffic flows, population densities and local quality of life are also important in selecting location for a new firm. Schmenner (1994) introduces an approach to study the service business location. His study approaches the location decision as an intuitively appealing twostep procedure, which first chooses a general area for the service operation, and then a particular site. For each step in the decision, influences can be described as being "musts" or "wants." The decision maker is assumed to look first to "musts" and to satisfying them, and then to move on to consider desirable features, termed "wants" for the location.

5.1.3 Employer concern about worker welfare and daily well-being

Majlis Perbandaran Pontian (MPPn) is concerned about the wellbeing of its employees since welfare workers have an innate drive to work. Work motivation and organizational culture has a substantial beneficial influence on employee and business performance. They give benefits to employees and their families. This method can assist employees become self-motivated and attract numerous individuals who will stay with the organization for a long time. As a result, it can decrease staff turnover and eliminate excessive work handover to other employees. Even though the corporation is concerned about the wellbeing of its employees, they may require some sort of incentive, raise, or praise to feel valued in the organization. The company should strike a balance between internal and extrinsic employee motivation.

According to the researcher (Paais & Pattiruhu, 2020), human resources must be properly managed in order to maintain a balance between employee requirements, company expectations and capabilities, and the value of quality human resources for the firm's success. There is an understanding that the strength of a company's money or capital, as well as the success of its human resource management, determines its survival and growth.

Based on my observation, the top-level management such as the officers have a good relationship with the subordinates. For example, they will eat together during breaks. In addition, new employees will also be given courses such as clerkship courses. A course like this can help employees prepare themselves to make it easier for them to do the assigned tasks smoothly. In addition, this course also emphasizes the scope of work of a clerk & administrative assistant more widely. The participants can also acquire specific skills regarding the scope of their work.

5.2 Weaknesses

5.2.1 ICT equipment that is not up-to-date

Most employees at Majlis Pebandaran Pontian (MPPn) have been with the company for more than ten years, and they are comfortable with old equipment or manual methods that have been practiced and used for many years. Based on my observations during my internship at this company, among the ICT equipment that is not up-to-date is the old version of the computer CPU which is i7 2018 and most of the computers in this company use the old windows, which is Windows7 meanwhile the latest windows is Windows10. This causes the computer to turn on slowly. There are some computers that take 15 minutes to turn on, which has caused the work process in the office to be interrupted. In addition, using the latest computer CPU, processors and windows also offers many more functions that can help facilitate and speed up work in the office. Therefore, the company need to applied more convenience technology that are up-to-date and can minimize task towards labor while during completing the task in the office.

5.2.2 Poor website performance

This company uses a lot of websites to carry out work in the office. This website contains customer and employee information at this company. Among the websites used in this company are EPBT and SISPA. During my industrial training here, it happened that the entire company could not use the EPBT system due to system disruption. Moreover, poor website performance might be due to issues with a certain Internet Service Provider. Poor site performance can be caused by network congestion, bandwidth throttling and limits, data discrimination and filtering, and even content screening. The problem that my department always faces is the user had to wait a long time to view the PISPAA website and was unable to access and update their information. Aside from that, visitors were receiving an error message stating that the website page could not be displayed or that the page was unresponsive.

My suggestion is that MPPn can take packages from other companies that offer website maintenance. There are IT companies that offer website maintenance services. Companies experiencing website problems can choose packages that offer weekly and monthly website maintenance services.

5.2.3 Low employee morale

Employee morale is poor at Majlis Perbandaran Pontian (MPPn). Employee morale is an essential component of every company's culture. Employee morale, according to Arvind Mallik (2019), is described as an employee's job satisfaction, perspective, and feelings of well-being, which represent his or her attitude and happiness in the workplace. Employees with low morale are dissatisfied and dissatisfied with their work environment.

According to the information I obtained by questioning the Executive Officer at the Community Development Department, the number of employees absent has somewhat increased. Furthermore, in my experience, employees frequently take for granted the opportunity provided by the District Officer for breakfast. This is because they waited too long to have breakfast, and the workplace is occasionally left unattended. This will have an influence on the organization by resulting in lower production, which may cost the MPPn more.

My solution for overcoming this weakness is to have periodic motivational seminars for all MDP staff. Meanwhile, MPPn can run a survey to determine the main reason of this poor employee morale. Furthermore, MPPn may consider rewarding staff in the form of a bonus, cash, or compensation. According to Matsaung (2016)'s research, incentives such as awards, recognition, and remuneration can help boost employee morale. By making employees feel valued and as though their efforts are making a difference. According to Chungsup Lee (2019), when an employee goes above and beyond to finish a task, take the time to appreciate them. Recognizing successes shows employees that the organization recognizes their efforts, which boosts motivation and morale.

5.3 Opportunities

5.3.1 Cooperation opportunities with external parties

MPPn is a government agency. There are many programs that have been held for example in my department is Pontian Dihatiku program. Many of the programs held involve collaboration with private and government agencies. Therefore, with the existence of a program like this, it can increase the networking relationship between the private sector and the

government. The public sector is seen as the leader of public policies related to the common people and the private sector is seen as an organization established solely based on profit and prestige. This wrong perception needs to be changed because these two sectors need each other and have a great responsibility to build and drive the development of the country. This is because the public body is able to provide the main policies and determine the direction and provide the support services needed by the private sector. On the other hand, the private sector is a supporter of the development and progress of trade activities and the national economy. The intelligent pairing of these two important entities will benefit the country and the people in the form of tax revenue and social engagement.

Therefore, in the pursuit of profit and company performance index, corporate social responsibility (CSR) cannot be ignored by the private sector in this country. They need to carry out this social responsibility with full dedication, commitment and earnestness. In addition, the public sector should provide full cooperation and assistance towards making this wish a success.

Furthermore, based on my observation, MPPn is connected to Jabatan Kerja Raya (JKR), SWM Environment Sdn. Bhd., and Pejabat Tanah Pontian. When it comes to repairing infrastructure damage or tree cutting, JKR Pontian covers the non-taxable region, whilst MPPn covers the taxable area. SWM Pontian, in collaboration with the Public Health department, is in charge of waste management in the Pontian area. Meanwhile, Pejabat Tanah Pontian is in charge of providing information regarding land ownership in the Pontian area. This relationship will impact the business as MPPn does not have the facilities, equipment, information or expertise in some area. For instance, whenever the MPPn need information about land ownership, they will send a memo or letter to Pejabat Tanah Pontian and they will reply with the information. If MPPn does not establish this relationship, they will not get the information needed and the tasks might be delay and can cost the operation.

5.3.2 Opportunity to become Pontian Municipal Council

The Pontian District Council (MDP) is now declared as the Pontian Municipal Council (MPPn) with on 31 July 2021. This upgrade is in line with the Johor government's desire to emphasize development plans for the community as a whole. According to article from The Local Government System in Malaysia (2017), District Councils are responsible for rural areas with a population of less than 100,000 and an annual income of less than RM 20 million. Meanwhile, to become Municipal Council, a population of more than 100,000 people and an annual income of

more than RM 20 million are two of the requirements. It serves larger cities and generate more revenue than District councils.

By moving from District Council to Municipal Council, MPPn demonstrates that it has a sound financial foundation and is prepared to become a better organization to serve the Pontian community. The consequence of this possibility on MPPn is that they would be able to give better amenities and public spaces such as Aeon shopping mall. According to Jalagat (2016), organizational transformation helps firms to create effective ways to change management. Change management may provide advantages to the organization and possibilities for growth if the change is aligned with the business goals and objectives.

MPPn can capitalize on this potential by expanding professional options for the community, both inside and outside of Pontian. MPPn can thereby lower Pontian's unemployment rate. MPPn may also increase workforce diversity while fully using individuals' talents, fresh ideas, and knowledge. Organizations have an important impact in career development. An employer that prioritizes career development planning has a better chance of achieving high productivity from a well-trained, competent, and talented staff. HR managers that understand this may be able to lead the organization in the correct direction and acquire a competitive edge.

5.3.3 Develop development sector in the council area

MPPn has a very strong income. Therefore, MPPn has the opportunity to develop the development sector in the Pontian district. This is proven when the MPPn has been upgraded to a municipality, that is from MDP (Pontian District Council) to MPPn (Pontian District Municipal Council). This upgrade is in line with the wishes of the Johor government which focuses on development plans for the community as a whole. With this upgrade, it can increase the result of the ceremony, at the same time the basic facilities can be improved and improved. For instance, The Sungai Pulai Bridge construction project that connects Gelang Patah and Tanjung Bin is one of the government's efforts to catalyze the socio-economic development of the Pontian District. The 7.5 KM bridge will shorten the travel time from Johor Bahru to Pontian from 1 hour to 15 minutes. This will directly encourage local economic activities.



Figure 5.3.3.1 Sungai Pulai Bridge

5.4 Threats

5.4.1 Government policy changes

According to Chron (2019), governments impose several rules and policies that govern enterprises. Some guidelines, such as the minimum wage, are required, whilst other policies may have an indirect impact on your firm. Businesses must be adaptable enough to respond to changing regulations and policies. This is true not just at the national level, but also at the state and municipal levels, as each state and municipality have its own set of rules. There are international treaties that can have an impact on how businesses operate. Interest rates may be influenced by government policy, with an increase increasing the cost of borrowing in the business community. Higher interest rates also result in lower consumer spending. As firms expand production, lower interest rates attract investment. In the near run, the government may affect interest rates by printing more money, which may eventually lead to inflation. When there is a significant amount of inflation, businesses do not prosper.

Among the government policies adopted by the MPPn is the exemption of temporary dealer license fees. Because of this, it poses a threat to the MPPn because among the income sources of the MPPn is the result of tax payments. If this government policy is made, MPPn will lack sources of income. However, it is very beneficial for traders.

5.4.2 Interdepartmental programs overlap

Each department at MPPn has many programs that need to be implemented. There are also departmental programs that overlap with other departmental programs where the program date takes place on the same day. This is a threat to every department in MPPn because every

program held requires a large and sufficient workforce. In addition, the limited workforce in MPPn is also a problem if programs between departments overlap.

Therefore, my suggestion is that the Majlis Perbandaran Pontian (MPPn) should open up many more job opportunities or vacancy so that the programs organized by the MPPn can be well managed as well as avoiding overlapping programs between departments. This is because the lack of manpower is the main reason for overlapping programs between departments. Many people have considered and cherished the opportunity to work for the government or in the government sector. Others are enticed to the idea of job stability, while others are driven by the reputation associated with the job role. Working in the government sector allows individuals to serve society and help those in need. The government sector provides several opportunities in practically every discipline. Jobs in the government sector are available to everyone in a range of roles and hierarchies.

6.0 Conclusion

Majlis Perbandaran Pontian (MPPn) gave me one of the finest internship opportunities of my life. The majority of my work during the internship was connected to my course and topic that I had acquired at UITM Bandaraya Melaka from semester 1 to semester 5. My internship with this organisation taught me a lot, particularly about their work culture, issue resolution within our department, strengthening my communication skills, and interview suggestions for a corporate interview. Next, as an intern, you will have many opportunities to learn about the company's procedures and work flow. Not just a few distinct job processes, but many.

Aside from that, the internship was beneficial. I have discovered my talents and shortcomings. In addition, I obtained new information and abilities, as well as met many new individuals. Many of my learning objectives were met, but some were not due to unforeseen circumstances. It was a pleasant memory since I acquired experience and made new acquaintances to widen my social circle. MPPn is a fantastic location to perform an internship since it provides practical trainees with a variety of options and assistance. They give us with our own workstation as well as many amenities such as laptops, Internet access, and an allowance. Next, I learned more about the company's strategy, services, products, and all of their awards and engagement while preparing this report. I studied a lot of information on this firm, and each company has flaws, and threats are a basic and regular part of every business's operation. So, the organization has to design some methods to ensure that all of the vulnerabilities and threats can be improved and that the issue is not a huge deal in the company except for some issues that are beyond our control.

Finally, Majlis Perbandaran Pontian (MPPn) has a large potential to grow their economy because their brand and services are well-known to many people because the company has been in operation since 1976 and many achievements have been achieved including being upgraded to a municipality, so their marketplace is effective and efficient for profit, but they still need to improve in areas where they are weak.

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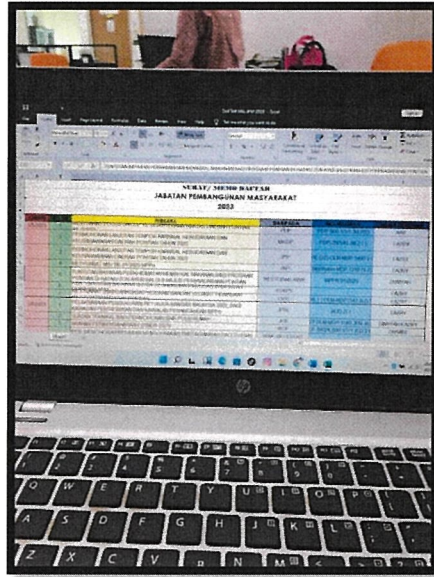
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APPENDICES



Registration in and out of letters and memos



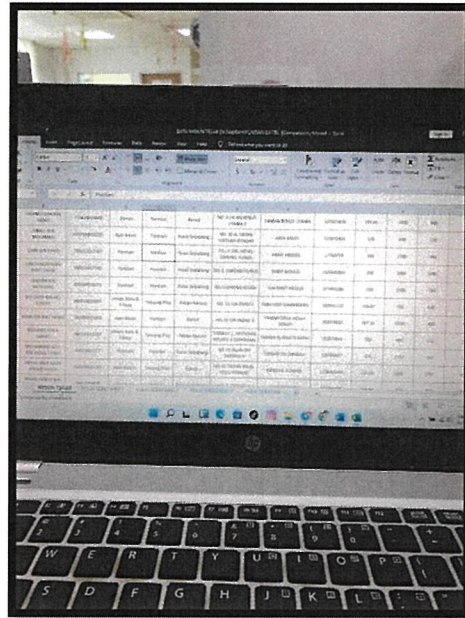
Labelling and Numbering files



Site visit and program discussion



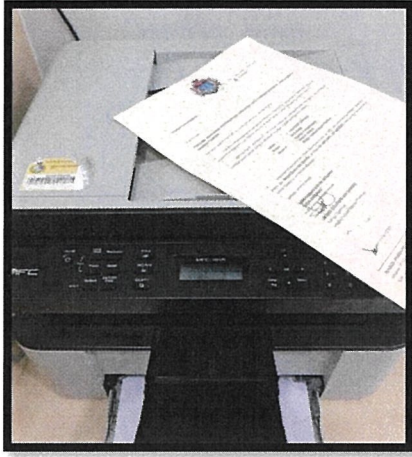
Preparation of program participation certificate



Data sorting for aid recipients



Preparation of ingredients for the Eid al-Fitr program



Fax letter