



اَوْنُوْرُ سِيْتِي تِيكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS (BA246)**

**INTERNSHIP
(MGT666)**

**GROUP
M1BA2466**

INDUSTRIAL TRAINING REPORT

JOHOR BAHRU CITY COUNCIL (MBJB)

PREPARED BY

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**SUBMISSION DATE
26th JULY 2023**

EXECUTIVE SUMMARY

This report contains an overview of the internship program. Internship refers to a period whereby students or fresh graduates receive real-world work experience. Students, fresh graduates, post-graduates, or any other individual who wishes to go beyond their academic understanding are eligible to serve as interns. This type of internship varies, depending on the interns' skills and which industry they decide to gain work experience.

In order to complete my Bachelor of Administration (Hons.) International Business, all final year students are required to encounter and experience industrial training for six months in their chosen industry and company whereby students shall seek a company that offers an available internship program. Therefore, I decided to start my six months internship program starting from 1st March 2023 until 15th August 2023 at Johor Bahru City Council (MBJB) located at Bukit Senyum, Johor Bahru.

MBJB is one of the local authorities in Malaysia. The purpose of this report is to provide an overview of MBJB, SWOT analysis as well as discussion and recommendations that should be taken by the company. This report concludes detailed information regarding the establishment, the vision and mission, operation hour including organizational chart of MBJB. Besides, the strengths, weaknesses, opportunities, and threats are also discussed in this report. There are also a few recommendations on how to deal with weaknesses, threats and how to sustain the strengths and seize the opportunities of MBJB.

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LIST OF ABBREVIATIONS

<u>ABBREVIATION</u>	<u>DESCRIPTION</u>
MBJB	Majlis Bandaraya Johor Bahru
JPM	Jabatan Pembangunan Kemasyarakatan
PBT	Pihak Berkuasa Tempatan
LA21	Local Agenda 21
MB	Menteri Besar
IoT	Internet of Things

ACKNOWLEDGEMENT

I owe a huge debt of gratitude to Cik Radhiah Binti Sutan Ibrahim, who oversaw my internship, for her important advice and assistance. Cik Radhiah took the effort to get to understand me and comprehend my objectives for the internship as soon as I started. She gave me clear instructions and expectations, and she was always willing to respond to my inquiries and offer insightful criticism.

Moreover, Cik Radhiah gave me excellent guidance and insights throughout the internship, which aided in my development as a professional. Their support helped me better my abilities and method of approaching my responsibilities. I sincerely appreciate Cik Radhiah's work, effort and dedication to my accomplishment.

Additionally, I would like to thank Majlis Bandaraya Johor Bahru (MBJB) staff members for their warm, kind welcome and support throughout my internship. Working with a group this creative and encouraging was enjoyable.

My coworkers were ready to greet me and introduce themselves as soon as I arrived. They were kind and helpful in answering my questions and assisting me. They were always eager to offer their knowledge and experience.

Along with my coworkers, the personnel at Majlis Bandaraya Johor Bahru (MBJB) is constantly accommodating and effective in helping me with any demands or inquiries I have. I am grateful for being able to work with such a committed and qualified team.

1.0 STUDENT'S PROFILE



NINA ELLY QASRINA BINTI KHAIRIL HISAMUDDIN

An aspiring and ambitious third year International Business student that seeks for a career to level up and enhance knowledge in the business department field. To fully utilize technical and soft skills while making a significant contribution to the success of the company.

CONTACT



SKILLS

Strong decision maker
Complex problem solver
Innovative
MS Words
Ms Excel
Ms Powerpoint

ACHIEVEMENTS

Dean Lists for semester 1,2 and 4 during diploma
Dean Lists every semester during degree

LANGUAGES

Malay
English

REFERENCE

RADHIAH BINTI SUTAN IBRAHIM
Assistant Director (Local Agenda)
Community Development Department
Johor Bahru City Council
019-704 8884

EXPERIENCE

○ INTERNSHIP

MAC 2023- PRESENT

Johor Bahru City Council

Strategic Management Unit and Community Development Department

- Coordinate with departments
- Handle department's events
- Secretariat of monthly JB Neon Run
- Secretariat of "Semarak Ramadan Bubur Lambuk Perdana 2023 MBBJ"
- Secretariat of Leadership Roundtable Dialogue with UN Global Compact Malaysia and Brunei
- Participant of "Program Gotong Royong Johor Bersih Perdana 2023"
- Secretariat of MBBJ Open House 2023
- Secretariat of " Program Komuniti JB Ceria Raya
- Participate in Concilors Programs

EDUCATION

○ UiTM KAMPUS BANDARAYA MELAKA

MAC 2023- PRESENT

Bachelor of Business Administration (Hons.)

International Business

Current CGPA : 3.64

○ UiTM KAMPUS SEGAMAT JOHOR

2018 - 2021

Diploma in Accountancy

Graduated with CGPA : 3.59

○ SMK INFANT JESUS CONVENT JB

2013 - 2017

Accounting Stream

Sijil Pelajaran Malaysia (5A 4B)

EXTRACURRICULAR / CONTRIBUTIONS

○ UiTM KAMPUS BANDARAYA MELAKA

- Donation Bureau for Webinar Program "Skills Level Up"
- Activity Bureau for Webinar Program "Skills Level Up"
- Magazine Bureau for Class Program
- Participant of " Malam Aspirasi Budaya"
- Participant of Webinar Industrial Talk on Strategic Management
- Participant of Webinar Challenges and Tips of Bridging Cultural Differences
- Participant of Siswapreneur Virtual Talk 1/2022

○ UiTM KAMPUS SEGAMAT JOHOR

- Committee member of Mosque Club
- Assistant Project of Mosque Club Program
- Participant of Fun Run Colour Splash
- Participant of Wild Life

○ SMK INFANT JESUS CONVENT JB

- Class Monitress
- Participate in "Perkemahan Perdana 2017" International Level
- Chair of Computer Club
- Active member of KRS and Participate in KRS Marching
- Participate in MYSEKOLAH Short Film Competition 2016
- Participate in Run For Wildlife
- Participate in Malay Coral Speaking
- Special Awards for the Best Clubs and Associations

2.0 COMPANY'S PROFILE



Majlis Bandaraya Johor Bahru Logo

Company's Name : Johor Bahru City Council (MBJB)

Location : Johor Bahru City Council
Menara Majlis Bandaraya Johor Bahru,
No 1, Jalan Lingkaran Dalam, Bukit Senyum,
80300, Johor Bahru, Johor

Operating Hour : 8:00 am - 1:00 pm / 2:00 pm - 5:00 pm (Sunday-Wednesday)
8.00 am - 3:30 pm (Thursday)

Mission : 1) Mengukuhkan peranan organisasi sebagai pemacu dan pemudah cara strategik yang responsif terhadap perubahan untuk semua pihak yang berkepentingan.
2) memastikan pembangunan bandar raya yang mampan, sejahtera dan makmur serta tinggi jati diri budaya.
3) menyediakan sistem penyampaian yang cekap, tadbir urus berkredibiliti tinggi, pengurusan sumber yang berkesan dan teknologi berinovasi untuk manfaat warga bandar raya.

Vision : memperkukuh daya tahan johor bahru ke arah bandar raya bertaraf antarabangsa, berbudaya dan lestari

2.1 Background of Establishment

On January 1st, 1896, Johor Bahru was chosen as the state's capital and the government of Johor Darul Ta'zim's administrative hub. The Johor Bahru City Council's (MBJB) history began in 1933 with the creation of the City Council, which was then promoted to the status of City Council in 1950. The Johor Bahru Town Council was raised to the Johor Bahru Town Council (Town Council) in April 1977, and on January 1, 1994, MBJB was given the status of a municipality.

MBJB received a 5 Star SPB-PBT rating in 2013, making it among the top two Local Authorities (PBT) out of Malaysia's 149 PBTs. Up till this point, MBJB has been recognized for a number of proud accomplishments and recognition.

Johor Bahru, along with Kota Kinabalu, Bandar Kuching, and Kuala Lumpur, has been dubbed as one of the leading cities and is undergoing a swift economic shift. The founding of Wilayah Iskandar (IM) has had a variety of positive effects on growth, particularly in light of the faith that domestic and international investors have placed in this metropolis to carry out a number of high-impact initiatives.

For city dwellers in particular, this phenomenon indirectly creates a wide range of career alternatives. The relevance of social and communal interests is likewise seldom overlooked. Thus, through organizing numerous program such as LA21 and other community programs, MBJB constantly mobilizes strong collaboration with the city's residents.

The ultimate objective of MBJB is to build a society with high social value that will serve as the cornerstone for the future development of Johor Bahru.

A holistically and harmonious approach is thought to be able to create a healthy environment that can meet the needs and aspirations of all city residents while also achieving the Johor Bahru City council's vision of Johor Bahru as an international, cultured, and viable city, despite the fact that the speed of development also creates municipal issues.



Image 1: Function and Roles of MBBJ

Source: <https://www.mbjb.gov.my/ms/info-mbjb/profil/visi-misi-objektif-fungsi-mbjb>

2.2 Organizational Structure

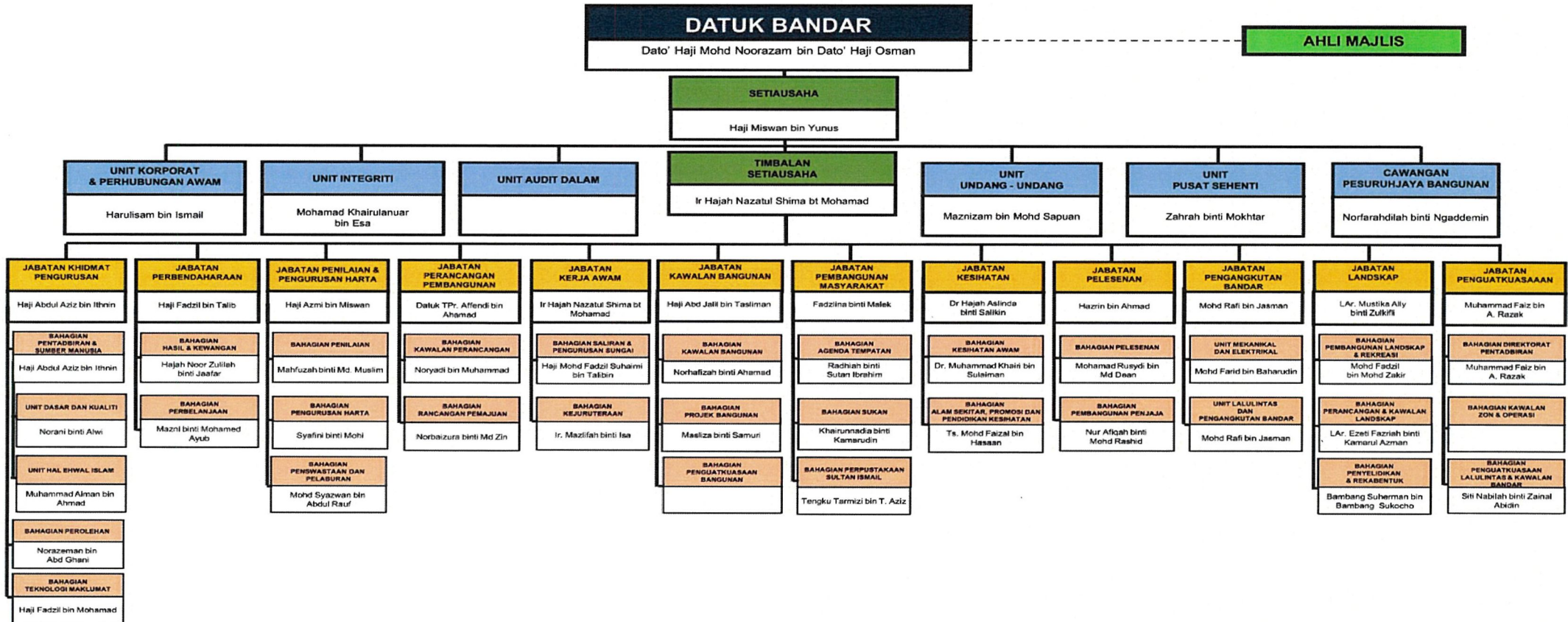


Image 2: MBJB Organizational Chart

Source: <https://www.mbjb.gov.my/ms/info-mbjb/pengurusan/carta-organisasi>

2.3 Product or Services Offered

Johor Bahru City Council (MBJB) provides a variety of goods and services with the goal of improving the standard of living for locals and tourists in the Johor Bahru area. These options include a range of topics related to infrastructure, urban development, and societal well-being.

Urban planning and development services that are effective and efficient are one of the main items offered by MBJB. In order to encourage sustainable growth, MBJB plays a significant role in urban planning and development. To provide a balanced urban environment and direct the orderly growth of the city, this entails land use planning, construction rules, and zoning.

Building up the infrastructure is also one of MBJB's main priorities. The council works to preserve and upgrade important infrastructure, including roads, bridges, parks, and public areas. By doing this, the city can foster economic expansion and mobility while also ensuring that its infrastructure can serve the requirements of its expanding population.

Additionally, MBJB emphasizes the need to preserve a healthy and sustainable environment. To ensure that citizens live in a clean and healthy environment, the council offers waste management services, including garbage collection and disposal. Additionally, it works to spread sustainability principles and environmental awareness throughout the neighbourhood.

Furthermore, MBJB is dedicated to supporting community and social development. To promote a feeling of community and solidarity among inhabitants, it organizes a variety of community involvement programs, cultural events, and recreational activities. Additionally, by working with the appropriate authorities to enforce laws and uphold law and order in the city, MBJB plays a significant part in guaranteeing public safety and security.

To sum up, Majlis Bandaraya Johor Bahru (MBJB) is committed to provide a wide variety of goods and services that support the growth and prosperity of the Johor Bahru area. Urban planning, infrastructure development, environmental sustainability, and community involvement are just a few of the ways that MBJB contributes to the growth of the city and raises the standard of living for its citizens.

By providing effective and efficient services, MBBB hopes to build a livable, clean, and sustainable city that encourages civic pride and promotes economic growth. Through its dedication to quality, MBBB has played a significant role in fostering development and transformation in Johor Bahru.

2.4 The relevancy of Internship

During the six months period of internship program, I have been placed at Strategic Unit and Special Projects whereby our unit will have to take a lead for any special projects, events or activities. The establishment of this unit is less than a year since the Mayor of MBBB established this unit that will be focusing on special projects. This unit is related to my course of study, as from here, I am able to manage a project and events such as in semester 5 course, Professional Etiquette for Hoteliers. We have conducted a program at SK Tengker 2, Melaka. The purpose of the program is to expose the students how to manage a program that involves a large number of audiences. With the experience that I have gained in semester 5, I am able to use my skills and knowledge for the next program. Besides, the course of International to Business Negotiations in semester 4 has taught me in dealing with third parties, understanding cultural differences and studying the issues and challenges of countries. This will also be a great help for me when negotiating with other countries because our unit will not only be receiving programs within the country but also from other countries as well.

3.0 TRAINING REFLECTION

I began my internship program starting on 1st March 2023 and completed my industrial training on 15th August 2023. A total of six months of industrial training at Majlis Bandaraya Johor Bahru (MBJB) surely gives me much experience and knowledge that I can gain. My working hours are from Sunday to Thursday whereby I need to thumbprint at 8.00 am and end at 5.00 pm every single day. From here, it has taught me how to be a punctual and disciplined person.

MBJB has also provided interns with access cards where we are allowed to enter any department, including access to parking. There is a spacious parking basement for all staff from Basement 4 to Basement 7. There is also a cafeteria and Gloria Jeans located at MBJB. MBJB cares about their staffs' health and due to that, they have conducted a program for free checkups open to all staff. In Johor, every Thursday morning, we have to recite the Al-Quran. As for MBJB, on every Thursday at 8.00am, there will be an Islamic Program "Pembudayaan Al-Quran and Tazkirah" and MBJB will invite special guests to this program. This is one of the advantages of doing an internship program at MBJB.

During my internship program at MBJB, I have been assigned to the Strategic Unit and Special Projects. This is a special unit formed by Mayor of MBJB, Dato' Haji Mohd Noorazam bin Dato' Haji Osman in June 2022 where any special projects, events, programs and activities will be assigned to Strategic Unit. This unit is suitable for me as previously in semester 5, I have learned a course named Strategic Management whereby it teaches students starting from the importance of vision and mission to companies up until how to conduct a business plan. My supervisor, Cik Radhiah Binti Sutan Ibrahim holds 2 positions, which are Assistant Director of Community Development Department (JPM) and Leader of Strategic Unit. Under JPM, there are Sports Unit, Tent Unit, Music Unit and Local Agenda (LA21). There is no specific department and place for Strategic Unit yet so, I was placed at JPM. Therefore, I will also be joining and participating in any activities and programs conducted under JPM.

I am responsible for preparing for a meeting, creating letters for meetings and any other activities, sending letters to departments and records any letters in and out. There are special books to record letters in and out so therefore, making sure to record those letters is one of my responsibilities where the receiver shall sign this

book. This is because if there are any problems arising stating that the Strategic Unit has received letters from certain department regarding certain meetings or events, this book will be the proof. This is one of the knowledge areas that I gained during my internship.

Besides, I have also participated in doing Meeting Minute for special meetings. Through this, I was able to know the details of the meetings and managed to answer any questions from the supervisor whenever they seek information. I have also learned how to register to open up a new file in an online system as well as file closure. I have also mastered in creating letters such as memos, calling for meetings, conducting an event, approval letter from MBBJ side, form of attendance, and letter for third party.

Moreover, I have joined and conducted few activities and programs throughout my internship programs such as Secretariat of Bicara Buku with Chairman of MACP, Secretariat of monthly JB NEON Recreational Night to be conducted on the third week of the month starting from 8.30pm located at Dataran Bandaraya Johor Bahru, Secretariat of "Semarak Ramadan Bubur Lambuk Perdana 2023 MBBJ", Secretariat of Leadership Roundtable Dialogue with UN Global Compact Malaysia and Brunei, Participant of Gotong Royong Program Johor Bersih Perdana 2023 at Segget, Secretariat of MBBJ Open House 2023 at Arena MBBJ Larkin, Secretariat of "Program Komuniti JB Ceria Raya and also participated in Concilors programs. Through these activities, it has enhanced my abilities in terms of decision making, problem solving, and increased my confidence level when communicating with the public.

All in all, I am able to know how to manage a program, meeting, and activities. Besides, I also gained knowledge on how to make deals with third parties, how to approach them using a proper tone, build teamwork, be bold when suggesting opinions and increase confidence level in making decisions, how to properly address someone, proper attire when attends meeting that was previously being taught in semester 5, Professional Etiquette for Hoteliers. Doing an internship at MBBJ has helped me in many ways that can build up my confidence level, gain confidence in my skills, able to voice out opinions and views on certain things, communicate and blend well with colleagues. Having this knowledge and experience will surely be a great help for me in future. I am grateful for the experiences and opportunities that I have received during my internship in MBBJ. I would not have made it without the

helps from my colleagues because by being alone, we can only do little things but together, we could do much.

4.0 SWOT ANALYSIS

Below is the SWOT analysis Johor Bahru City Council (MBJB),



Image 3: SWOT Analysis of MJB

5.0 DISCUSSION AND RECOMMENDATIONS

5.1 Strengths

5.1.1 Financial Stability

First and foremost, one of the strengths that I have found throughout my 6 months internship at Majlis Bandaraya Johor Bahru (MBJB) is financial stability. Property taxes, licenses, and permits for businesses, service fees, and subsidies coming from the state government are only a few of the sources of income for MBJB. It is easier for MBJB to efficiently support its operations and activities when it has many revenue streams because they offer stability and flexibility while decreasing reliance on a single source of money. As a result, MBJB is able to engage in a range of development initiatives and successfully deliver crucial public services. Due to its financial stability, MBJB is able to manage resources wisely and give top priority to projects that advance the development and well-being of the city.

The general prosperity and well-being of the community can benefit greatly from a city council's financial stability. One of the benefits is resilience and emergency readiness. Since we might be facing several uncertainties such as flood and storm, this resilience and emergency readiness is an important key to take a look at. A city council's capacity to invest in emergency preparedness measures including disaster management plans, early warning systems, and emergency response capabilities is based on its level of financial stability.

This point can be further explained whereby on 5th May 2023, there are 176 houses located at Kampung Melayu Majidee that was reported to be badly damaged due to thunderstorm. Menteri Besar (MB) Johor known as Datuk Onn Hafiz has asked the city council to quickly repaired houses that have been greatly damaged which MBJB was one of the agencies that was involved in giving aid to all victims. MB Johor has also compensated victims (Nation, 2023). However, the amount of compensation is varied according to the assessments of damage. With the helps from MBJB, the community to recover more rapidly from negative occurrences and is able to guarantees the safety and well-being of its citizens during emergencies.

A municipal council's ability to successfully handle emergencies, unanticipated costs, and economic volatility depends on its financial stability. It

ensures the continuous delivery of vital services to people and acts as a safety net to weather financial hardships and the threat of fiscal disasters.

Another benefit is social programs and welfare. A municipal council that is financially sound may devote funds to social program and welfare initiatives, such as efforts to provide affordable housing, help vulnerable populations, and reduce social inequities. Truth to be told, public may raise concern on how MBBJ spend the money. Being part of MBBJ, I tend to know where the money is being spend on. One of the events is through monthly JB NEON Recreational Night for the public purposes to be conducted on the third week (Mohd, 2023). As an intern student in Community Development Department, I have joined the event as a secretariat. The purpose of this event is for the public to actively join in order to live a healthier lifestyle whereby Sports Unit of MBBJ provides various activities such as cycling (20km), running (5km), archery, fitness exercises, food truck, quiz, goodies for early 500 participants and lucky draw to whom register in joining the activities. There are no charges for joining any of these activities.

In order to sustain this strength, Johor Bahru City Council shall consider doing a budget discipline. The practices of successfully monitoring and regulating the financial process to make sure that expenditures are in line with the resources available and the priorities of the community is known as budget discipline in municipal council. It entails setting up precise rules and processes for budgeting, keeping tabs on expenditure, and making financial judgement.

Implementing efficient budgeting procedures that base spending decisions on the needs of the community and the resources at hand. MBBJ need to make sure that the spending is thoroughly considered, tracked, and regulated to prevent irrational or excessive spending. Regularly assess the budget and make necessary adjustments are also important besides maintaining a strict budget encourages responsibility and openness in financial management. The public may also review and participate in a well-defined budgeting process, ensuring that citizens are informed of how their taxes are being spent. The municipal council gains trust and confidence as a result of this transparency, which also increases its legitimacy.

5.1.2 Experienced Workforce

Apart from financial stability, an experienced workforce is one of the strengths I have found in Majlis Bandaraya Johor Bahru (MBJB). Majlis Bandaraya Johor Bahru (MBJB) has a skilled team devoted in helping the community and effectively running operations. The staff members have the knowledge and experience to cope with the city's requirements and issues.

The advantages of having an experienced workforce for a company are countless. One of the benefits is enhanced productivity of the company. Employees with years of experience have a great awareness of their responsibilities and tasks, as well as the knowledge and abilities needed in doing their jobs effectively. Apart from that, years of experience also enable them to produce at higher rates. Workers with greater experience tend to do their jobs faster, making fewer mistakes, which then leads to an improve operational efficiency as a whole.

Problem solving and decision making is another benefit of having an experienced workforce. Employees with experience are better able to see things from a wider angle and deal with situations successfully. Experienced employees are better able to spot issues, provide workable solutions, and make educated judgements since they have dealt with a variety of obstacles throughout their careers. Their judgments are based on experience, which may assist MBJB in overcoming challenges and getting a desired result. MBJB has a special squad known as "skwad kilat" which consists of experienced staff. This special squad is responsible for ensuring emergency complaints such as flash flood and landslides are resolved in an instant. Through daily patrolling and monitoring by MBJB's "skwad kilat" preventive measures can also be taken without having to wait for public complaints especially in flash flood hotspots (Zulhisham, 2022).

In order to have an atmosphere that emphasizes employee retention, professional development, and advancement should be established in a city council in maintaining experienced staff. MBJB can considered to do knowledge sharing and collaboration to sustain this experienced workforce strength. To access the experience of seasoned experts, MBJB can firstly promote cooperation and information exchange among staff members. This can be done by establishing channels for staff to exchange best practices, ideas, and lessons learned, such as intranets or online discussion boards. Encouraging cross-functional collaboration and

mutual learning by fostering a collaborative workplace are also the keys to improve employee retention.

Moreover, MBBB could apply the employees' engagement initiatives by creating a program that encourages staff engagement and work satisfaction. These is to encourage employee participation in decision-making, problem solving and creativity, create chances for it, encourage an atmosphere at work that values belonging, independence, and purpose as well as conduct regular employee satisfaction surveys that can be used to solve issues and enhance the MBBB's working environment.

5.2 Weaknesses

5.2.1 Biased

From what I have observed, one of the weaknesses that I have found in the MBBJ is biased in terms of hiring process and decision making. Most of the MBBJ staff are among family members. Truth to be told, it is difficult for outsiders to enter or to pursue their careers in MBBJ. This is due to the organization tend to accept a person that have a family in MBBJ or having a strong connection in MBBJ. Similar to other government agencies or companies, if one has a strong connection, they would definitely being accepted to work in a company. Any decision making may be varied due to favor one person than another.

One of examples that I encountered was one of my colleagues has a mother working at MBBJ in Human Resource Department. Her mother applied for a position in Community Development Department. However, one cannot choose any department as she pleases but, in this situation, she gets to work in this department. This may greatly cause a negative impact due to bias selection. If one family member tends to badly do her job, it might affect the image of the others. Besides, other candidates may not be employed despite having a solid background.

My recommendation on this is to accept anyone without being biased or judgemental. Ensure that the people that does evaluating resumes are varied and conduct routine checks for biases throughout the hiring process. This can be done by calculating the number of applicants from underrepresented backgrounds who submitted applications for the job while comparing that number with the proportion of candidates who were called in for an interview or phone screening. Companies with regular performance reviews are more likely to succeed in their diverse objectives (Laura, 2021).

5.2.2 Reluctant to change

In this quickly changing digital age, it may be difficult for MBBJ to stay on top of new developments and implement creative fixes. By embracing technology, organizations may increase operational effectiveness, enhance service delivery, and improve decision-making using data. The speed of technological adoption, however, can be slowed down by resource shortages or reluctance to change. Even though MBBJ has an online system, not all of the services are available online such as form

of warm clothing and general release form. These may cause a hassle for staffs as the form shall be in handwritten before sending it to Human Resource Department.

Planning and prioritizing adoption of technology focusing on the council's unique objectives, available resources, and community demands is essential for MBBJ. To enable seamless transitions and maximize the advantages of technology adoption in a city's government, appropriate training and change management procedures should be put in place. Adopting technology in a city council may have a variety of advantages, including enhancing effectiveness, transparency, service delivery, alongside citizen participation.

Some of the key areas where technology can be adopted to tackle this weakness are smart city infrastructure. MBBJ can adopt smart city technology to improve infrastructure management including to monitor and manage utilities, traffic flow, trash management, and public safety, this may entail installing sensors, Internet of Things (IoT) devices, as well as data analytics. Smart city efforts improve resource allocation, operational effectiveness, and resident quality of life.

My recommendation to overcome this weakness is to build awareness and communicate benefits. Inform the employees, stakeholders, and council members of the advantages and possibilities of adopting new technologies including showing examples of other businesses or localities that have adopted technology and succeeded. Explain in detail how technology may improve efficiency, transparency, and public participation and create focused communication initiatives to increase interest and awareness.

Next, MBBJ can also collaborate with external partners. Cooperate with external groups including academic institutions, industry experts, and technology vendors. In finding appropriate technologies, running training sessions, and putting technological projects into action, seek their knowledge, direction, and assistance. Collaborations can improve access to information, expertise, and best practices.

5.3 Opportunities

5.3.1 First local authority for fully digital parking management in Johor

Depending on the particular requirements and objectives of the community, a city council may have different choices for infrastructure upgrades. A municipal council may use the term “infrastructure upgrade” to describe the process of enhancing or modernizing the physical and electronic systems that underpin the fundamental services and operations of the city. In order to satisfy the changing demands of the community and handle concerns like degradation, capacity difficulties, technology developments, and sustainability objectives, it entails making substantial improvements, repairs, or replacements to existing infrastructure.

It has been reported that MBBJ will become the first local authority to use and adapt to fully digital parking management named MBBJ Spot V2. According to Mayor of MBBJ, the upgrade and the latest application has several new functions added that can help the users to save their time without having to purchase coupons. It is true that people have been using coupons to park for years. However, as a human being, sometimes we do not have time to buy coupons, and usually we tend to forget whether we have coupons left. Therefore, MBBJ has come up with an idea to create a new digital parking management.

This application will additionally integrate with the i-Traffic system, allowing users to organize their travels in order to prevent traffic jams by providing information on the current state of the city center's flow of traffic. Residents of MBBJ City are encouraged to install this application as there will be no more utilization of parking coupons as all parking concerns under MBBJ management have been completely entirely digitalized. MBBJ shall also install an additional amount of 500 CCTVs around Johor Bahru (Bernama, 2023). Therefore, there will be a decrease in amount of trash around the city due to the utilization of digital parking management.

There are a few recommendations in continuing the idea of using digital parking application. Firstly, MBBJ needs to build awareness of the advantages of using digital parking application. MBBJ may also update on social media on the idea of using MBBJ Spot V2. Develop a long-term infrastructure plan. Build trust among citizens on the safety of using the application. Make a poster for the first timers starting from the registration up till steps to use the MBBJ Spot V2.

By making use of these possibilities or opportunities, MBBJ may influence Johor Bahru's future growth, enhance the standard of living for its citizens, and build the city as a thriving and sustainable urban center. In order to properly harness these prospects for the growth and prosperity of the city, MBBJ must identify, prioritize, and create strategic strategies for doing so.

5.3.2 Tourism Development

The strategic planning, administration, and execution of activities aimed at developing and strengthening the tourist sector inside a city are referred to as tourism development of the city council. It entails fostering a welcoming atmosphere for travelers, luring them in, maximizing the positive effects that tourism may have on a city's economy, society, and culture.

The city council's main objectives for tourist development include economic growth. Revenue from tourism-related businesses including lodging, food travel, shopping, and attractions can be used to boost economic growth. The growth of the tourism industry may boost local business activity, produce jobs, and boost the city's economy as a whole. It has been reported that Tourism of Johor has boosted its goals for the number of visitors from abroad, which they intend to receive up to eight million visitors this year. The new goal has been established in light of the reopening of more international borders worldwide (Venesa D, 2023)

It is anticipated that Menara MBBJ located at One Bukit Senyum will be crucial to Johor's transformation into a developing new green metropolis. By adopting green as an example of corporate social responsibility within society, MBBJ, the municipality that is driving the state's green transformation, created an influential statement with this iconic structure. The MBBJ head office was established with this objective, and the green structure achieved its GBI Certified certification grade in November 2021. Therefore, MBBJ can conduct a tourism program for companies to visit and get inspiration from MBBJ's new building that was recognized as a green building index.

This tourist development aims to promote destinations as well as economic progress. By engaging in marketing and promotional efforts, the city may be made into a tourist destination of choice. This entails highlighting the city's distinctive landmarks, historical significance, scenic beauty, events, and other activities that set

it apart from competing tourist destinations. It is essential for MBBJ to coordinate and carry out destination marketing efforts that will attract both local and foreign tourists. Due to its closeness to Singapore, Johor Bahru has the possibility to develop as a major tourist attraction. The local economy may be boosted via MBBJ's cooperation with the tourism sector, the creation of visitor-friendly infrastructure, the promotion of cultural and heritage assets, and the organization of events and festivals.

As for the recommendation, first and foremost, MBBJ needs to enhance their infrastructure. Infrastructure improvements should be made to roads, public transit, and connections to airports and nearby cities in making sure that tourists can travel easily and comfortably, upgrade and enhance the current infrastructure. Along with that, MBBJ needs to consider to develop key attractions. Establish and develop the main tourist attractions that showcase the locality's rich cultural history, scenic beauty, and distinctive experiences. This can include monuments, museums, gardens, parks, and waterfront locations. Create architectural or iconic landmarks that become icons of Johor Bahru.

Next, MBBJ can strengthen their tourism services. This can be done by offering training program for those employed in the hospitality sector, tour guides, and service providers. Aside from that, MBBJ can attract students for a tour to provide them with the experience of working environment before they take the first step into the world of work.

Last but not least, MBBJ can do the marketing and promotion. To increase interest in Johor Bahru as a travel destination, develop a thorough marketing and promotion plan. To reach a larger audience, make use of digital channels, social media, and travel websites. To draw travelers from outside, take part in international tourism expos and work with travel companies which then might help MBBJ to be recognized as one of the keys in increasing the number of tourists.

5.4 Threats

5.4.1 Political and Regulatory Changes

Changes to the political and regulatory environment that direct a city council's operations and decision-making procedures are referred to as political and regulatory changes. These modifications may be prompted by changes in political power, shifting public opinion, new legal requirements, or the need to adjust to changing conditions.

Some instances of political and legal adjustments that might be made by a municipal council include leadership changes. Changes in the composition of the city council, like the election or appointment of new mayors, city managers, or council members, may result in modifications to the political and regulatory situation. Changes in decision-making procedures and strategic direction may result from new leaders' changed goals, policies, and governance methods.

Policy revisions are also one of the examples of political and legal adjustments. The adoption or adjustment of rules and regulations that direct the operation of the municipal council may be included in political and regulatory reforms. Changes to zoning and land-use laws, environmental restrictions, housing laws, transit laws, economic development plans, and social welfare initiatives can all fall under this category.

The following recommendations can be used by MBBB to lessen potential problems and get through the changeover. Firstly, they need to stay informed. Maintain up-to-date knowledge of local, regional and federal regulatory changes and political happenings. Create channels to get timely updates on proposed legislation, political changes, and policy changes that might affect MBBB's operations and decision-making procedures. Other than that, MBBB can develop a strategic plan. They can create a strategy plan that details the vision, objectives, and top priorities of MBBB. Make sure the strategy is adaptable enough to take into account possible political and regulatory shifts while maintaining a focus on the long-term goals. To give MBBB program and activities an understanding of direction and purpose, align them with the strategic plan.

5.4.2 Heavy traffic

MBJB's new building is located near Woodland's checkpoint. Due to closeness to Singapore, it has created a heavy traffic especially during weekend and public holiday where staffs from MBBJ including visitors from 12pm. People who live near Bukit Senyum are advised to take other roads to prevent them from facing the traffic. Even with the help from police, there are no changes that can be made due to only few platforms open at the custom sections.

Labor shortage is another factor that contributes to the heavy traffic in Woodland (Yun, 2023). As a result, people in Johor Bahru refrain themselves from going out especially during Sundays. It has been reported that there will be heavy traffic during the celebration of Hari Raya Aildiladha. Besides, Visitors who intend to visit MBBJ to make payments, to attend meetings may not be able to do so as a result from traffic jams every Sunday. Therefore, they tend to pay their summons late even though they can pay it online. As for the older generation, they tend to pay at the counters as they find it difficult for them to pay the summons online.

There are several recommendations for solving this problem. Firstly, open more counters with fully operational at the checkpoints. Searching for investors to invest in widening the lane is another recommendation. Mostly people are working at Singapore due to its high salary when they converted the currency to Ringgit Malaysia. Consequently, they tend to leave their home early in the morning to prevent from getting stuck in traffic jams. However, with such investments, more technologies can be bought for the state which indirectly opens job opportunities to the public especially to fresh graduates where it able to contribute to a decrease in unemployment rate. Creating more motorcycle lanes can also help to ease heavy traffic.

6.0 CONCLUSION

In conclusion, the internship program helps students to enhance their skills and capabilities as students are being exposed to real-world work experience. The main purpose of this internship program is to help students to gain experience of working before they begin the next career of their life because a little progress for each and every day in our life brings us a greater result. Johor Bahru City Council (MBJB) was one of the best companies for students to gain their experience and knowledge. In MBJB, students shall not expect that they will gain a high allowance because MBJB will only provide allowance for the first three months of internship program. However, we shall look on a brighter and positive side whereby MBJB has provided students with new experience and knowledge that they can benefit from. There are plenty of opportunities that MBJB can get such as being the first local authority for fully using digital management parking and tourism development. I am grateful for the chances of being able to work with the experts that help me to learn how to be a successful person in future and keep on motivating me whenever I am facing hardships. In every job that we do, we gain more experience so, therefore, we shall never stop learning. If there is any intake for a job position at MBJB, I would love to apply for it. Looking forward to pursuing my dreams at MBJB.

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APPENDICES



Image 4 JB NEON Recreational Night in March 2023



Image 5 JB NEON Recreational Night in May 2023



Image 6 JB NEON Recreational Night in June 2023



Image 7 Second place for quiz at JB NEON Recreational Night June 2023



Image 8 Bicara Santai with Chairman of MACP, Dato' M. Nasir at TMIYC



Image 9 With Dato' M. Nasir wife



Image 10 Tadarus Al-Quran Perdana Program



Image 11 Recite Al-Quran

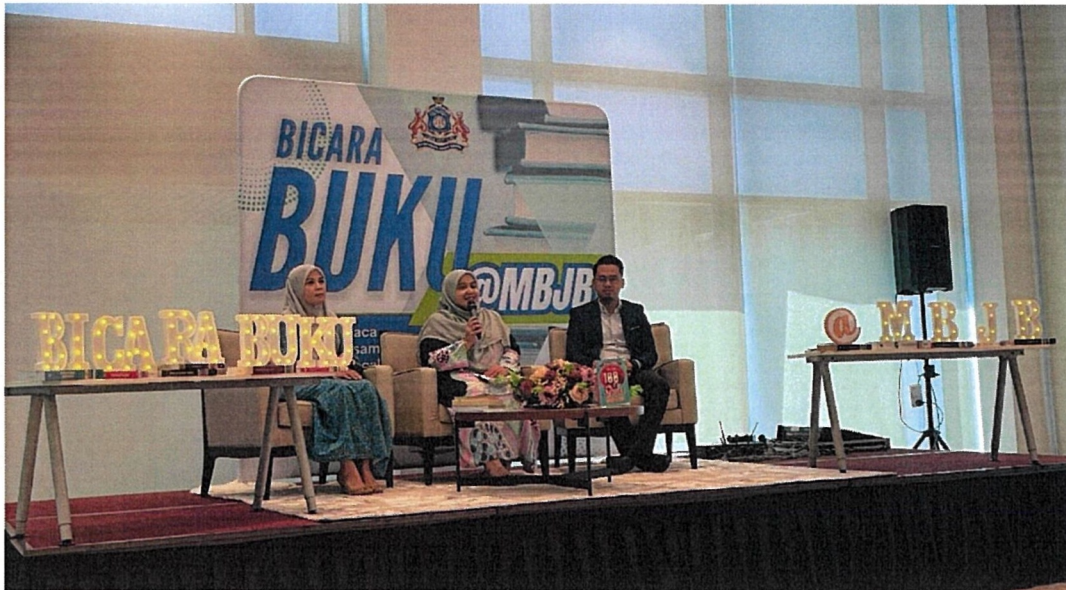


Image 12 Bicara Buku Program at Level 15, MBBJ



Image 13 Participants of Bicara Buku Program



Image 16 Join aerobics at Level 15, MBJB



Image 17 Join "Komuniti JB Ceria Raya" program



Image 18 Gotong Royong Johor Bersih Perdana 2023 program



Image 19 Join Johor Architectural Heritage Workshop 2023



Image 21 Participants of Bubur Lambuk Perdana 2023 program from volunteers of MBBJ



Image 22 Preparation of Semarak Ramadan Bubur Lambuk Perdana 2023 program at Arena MBBJ, Larkin



Image 23 Deliver Bubur Lambuk to Sponsors of MJB



Image 24 Pre-Raya MJB at Arena MJB, Larkin



Image 25 Hari Raya Celebration of MBBJ



Image 26 JPM's Hari Raya Celebration



Image 27 Shredding papers



Image 28 Secretariat of Volleyball Championship



Image 29 Winner of Johor Bahru Mayor's Cup Win + Streak Volleyball International Invitational Championship Johor 2023 (Men Category)



Image 30 Attend MBB's Volleyball among Internal Departments