



# **INDUSTRIAL TRAINING REPORT AT JABATAN PENYIARAN NEGERI PAHANG**



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**PROGRAMME : BACHELOR OF BUSINESS**

**ADMINISTRATION (HONS.) HUMAN RESOURCE**

**MANAGEMENT (BA243)**

## **EXECUTIVE SUMMARY**

This report is prepared for the internship phase of The Bachelor of Business Administration (Hons.) Human Resource Management program. This very meaningful industrial training experience started at the Jabatan Penyiaran Negeri Pahang (RTM Pahang) for six months from 1 March 2023 until 15 August 2023. This report was also prepared based on my observations and experiences during my time here.

This department is located in Kuantan, Pahang which operates Monday to Friday only for the management and administration section while the radio broadcasting section operates every day. Throughout my time here I have been exposed to various knowledge and have been able to experience various experiences as a citizen of RTM Pahang. Here I was treated very well and like family.

I was selected to be placed in the administration and management department. I have been given several tasks such as managing phone calls, managing administrative matters, preparing documents such as meeting minutes and using new software. The assignments given can give me a lot of new knowledge and learning.

This report contains five important parts which are student profile, company profile, training reflection, SWOT analysis as well as discussion and recommendations.

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## 2.0 COMPANY'S PROFILE

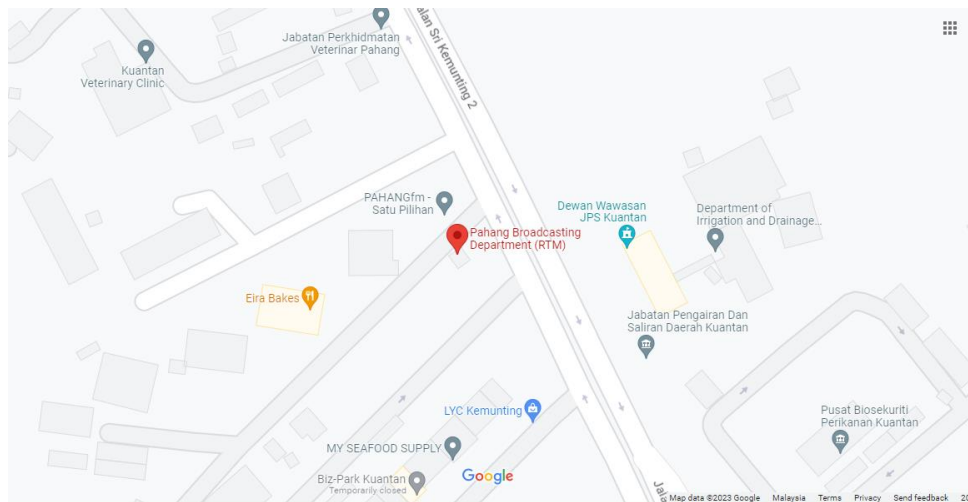
### 2.1 COMPANY NAME, LOGO AND LOCATION

**Company Name:** Jabatan Penyiaran Negeri Pahang / RTM Pahang / Pahang FM



**Figure 1: Organization's logo**

Figure 1 represents the official logo of the Jabatan Penyiaran Negeri Pahang.



**Figure 2: Location of Jabatan Penyiaran Negeri Pahang**

Figure 2 above shows the location of Jabatan Penyiaran Negeri Pahang which is located at Kompleks Penyiaran Sultan Haji Ahmad Shah (KOMPSAS), 25710 Kuantan, Pahang.

### 2.2 BACKGROUND OF ESTABLISHMENTS

Following the transmitter station's completion, the Kuantan RTM station started up in July 1966. At this point, a permanent officer was given the task of locating broadcast content to be

forwarded to RTM Kuala Lumpur. The first-time radio played a significant role was when a program officer was temporarily sent to the Pahang State Information Department in 1960 with the goal of gathering content for RTM Kuala Lumpur. RTM station Kuantan served as a medium wave relay station for National Network and Blue Network broadcasts to the State of Pahang beginning in 1966 until 1973 through:

370 meter / 810 KHz - Rangkaian Nasional (Bahasa Malaysia) 263 meter / 1143 KHz - Blue Network

The Kuantan RTM station at that time was only headed by a Technical Assistant who ensured that radio broadcasts ran smoothly in addition to the administrative duties of the department. His Royal Highness Sultan Sir Abu Bakar Riayatuddin Al-Muadzam Shah inaugurated RTM Kuantan station on 10 February 1968. In 1974, RTM Kuantan was upgraded as a broadcasting station with the existence of local broadcasts. The contribution and role of Kuantan RTM Station are not only limited to local broadcasts but also contribute to regional and national broadcasts. This aims to create a spirit of national integration. With the convenience of the OLTE (Optical Line Terminal) system that was installed on 15 October 1992. All broadcasts received in mono have been able to be followed in the form of FM Stereo and almost the entire State of Pahang can follow RTM Kuantan's broadcasts.

Now RTM Kuantan or known as RTM Pahang is taking another step forward and now has a total of 93 staff from all departments and at the Kuala Lipis Transmitter Station, there are 13 staff consisting of the Engineering and Administration Division.

### **Vision**

Disseminate authentic, accurate and up-to-date information.

### **Mission**

A premier and World Class Broadcasting Organization that upholds the idea of 1Malaysia.

### **Objective**

1. Be the leader of the nation through broadcasting services based on the idea of 1Malaysia.
2. Utilizing information technology and new media for maximum audience reach.
3. Honouring the Malay language in building a nation state.

## 2.3 ORGANIZATIONAL STRUCTURE



**Figure 3: Organization charts at Jabatan Penyiaran Negeri Pahang**

**(Source: Portal Pahang FM)**

Figure 3 depicts the organisational structure of the Jabatan Penyiaran Negeri Pahang, which is led by the Director Mr. Arifin bin Awang, followed by the Deputy Director Mrs. Rida Suzirawati binti Muda and then followed by department heads which is Mrs. Mila Izrawaty as Chief Administrative Assistant, Mr. Ahmad Asyraf Bin Ahmad Anuar as Chief Broadcasting Engineer and finally Mr. Jaya Brabu A/L Balasubramaniam as Chief of The Broadcasting Department.

## 2.4 PRODUCTS AND SERVICES

The Pahang State Broadcasting Department, also known as Pahang FM and RTM Pahang, offers services namely radio broadcasting operations, current affairs news, music, program, and promotion and marketing sections. This department only focuses on radio broadcasting where television broadcasting is not provided here.



**Figure 4: Products and services offered at RTM Pahang**

This broadcasting operations division provides the technical infrastructure for quality radio broadcasts to ensure that the people can continue to receive accurate and authentic information as well as entertainment in line with the vision and ideals of the Malaysian nation. In addition, Pahang's RTM radio channel Pahang FM provides accurate, fast and up-to-date information in addition to educating and entertaining as well as respecting and serving listeners in a polite and orderly manner. Pahang FM opens slots to receive calls and entertain listeners in slots called 'Zon Apa Kabo Weh', 'Zon Aktif', 'Zon Pesona', 'Zon Nurani', and 'Zon Inspirasi'. They also collaborate with government and private agencies for mutual benefit. RTM Pahang established relationships with several such as the National Anti-Drug Agency (AADK), Tourism Pahang, Malaysian Crafts Pahang and various other departments.

Current affairs news serves to convey the latest information accurately and concisely. The purpose is to create an informed and knowledgeable society. For example, Pahang FM

delivers news and provides information to the community through its radio broadcasts as well as the Pahang FM Facebook page.

RTM Pahang also provides opportunities for Malaysians who are talented in the art of music to develop their talents more widely through programs that entertain, educate and inspire. For example, RTM Pahang organizes several song competitions such as 'Bintang Kecil', 'Bintang RTM' and 'Bintang Klasik' which are open to the public to participate.

In addition, RTM Pahang every year will organize programs inside or outside the Sultan Haji Ahmad Shah Broadcasting Complex (KOMPSAS) such as holding programs such as the 'Moh La Weh' program, Corporate Social Responsibility (CSR) and Ramadhan Tour.

Finally, in terms of advertising RTM Pahang offers promotion and marketing through Pahang FM which opens up opportunities to advertise through Pahang FM radio broadcasts. RTM Pahang generates revenue from the sale of airtime, products and radio advertisements and maintains friendly relationships with advertisers and sponsors.



### **3.0 TRAINING'S REFLECTION**

#### **3.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME**

From 1 March 2023 to 15 August 2023, I had 6 months of industrial training at the Jabatan Penyiaran Negeri Pahang. The office operates from 8 a.m. to 5 p.m., Monday to Friday. Throughout my industrial training here, I have received a lot of knowledge and skills that I intend to use in the future.

#### **3.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND TASKS**

On the first day, I was assigned to RTM Pahang's management and administrative department. This is the most essential department in RTM Pahang since anything concerning RTM Pahang are reviewed, verified, and filtered before being transmitted to other departments such as engineering, publishing, and so on. This management and administrative department include 7 employees, including the supervisor, Mrs. Mila Izrawaty, who also serves as the Chief Administrative Assistant. I was tasked with assisting administrative assistants in the field of management. On the first day I arrived, I was assigned to patrol the RTM Pahang building in order to become acquainted with all of the departments. From the second day after reporting, I began to be assigned tasks from my supervisor.

Making claims for overtime allowance and travel claims, as well as reviewing supporting documents to verify if they have been validated by the officer on duty, are among the responsibilities assigned. In addition, I was tasked with creating handouts such as meeting invitation letter, letters to be certified, and department memos. In addition, I was tasked with taking phone calls for the department, updating and organizing the department's files, and a variety of other tasks. What I can say is that I was given the opportunity to participate in all management and administration tasks at RTM Pahang.

#### **3.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS**

During my industrial training at RTM Pahang, among the benefits I gained were practical allowances, experience, knowledge and skills.

The first is the practical allowance. The allowance payment rate at RTM Pahang is as much as RM 5.00 per hour with a total of 8 hours per day for all working days but limited to

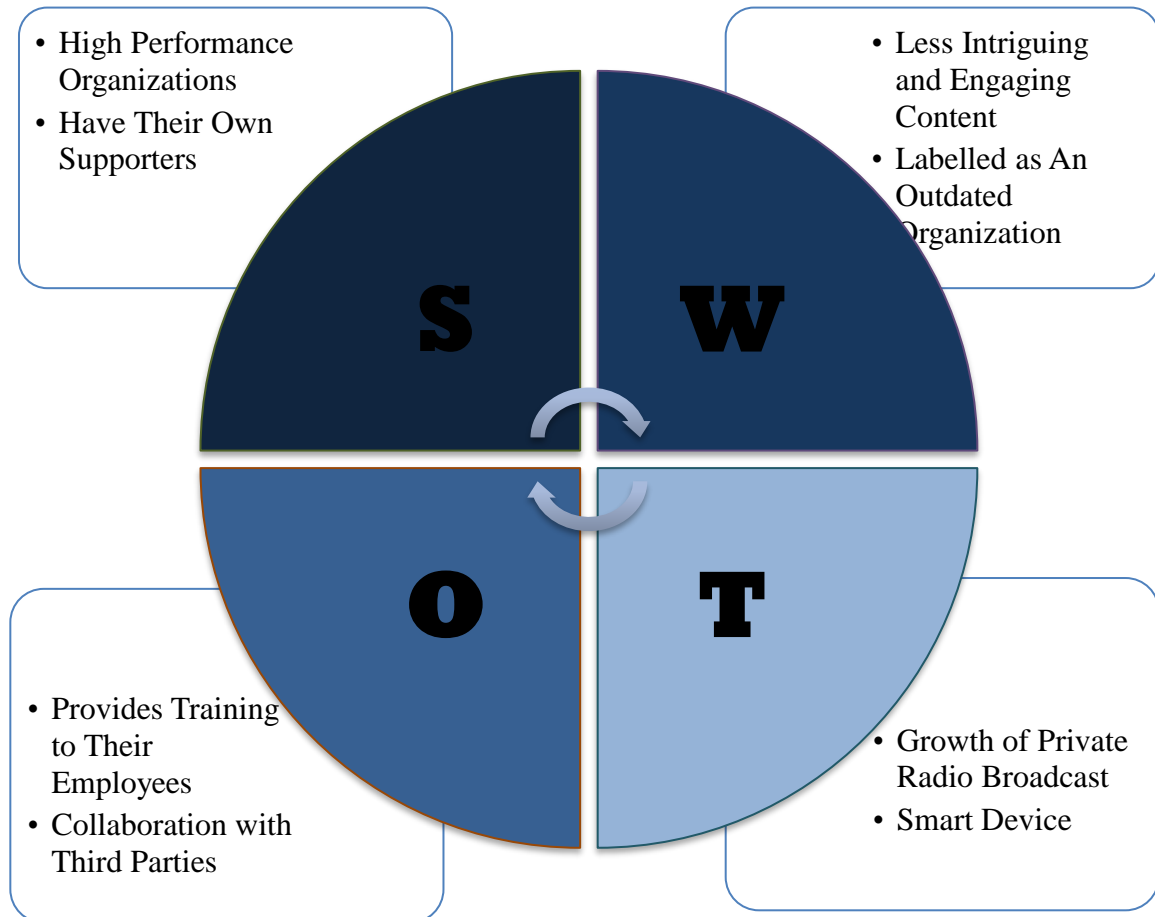
90 days only with the condition that the internship is a requirement for graduating students. So, in my case I did an internship for 6 months, but I was only eligible for 3 months allowance. Although paid for only three months, there are many other benefits that I get such as being able to access the office pantry for free and get sponsored food if I participate in a program.

Besides that, I also gained a lot of valuable experience during my time here. RTM Pahang organizes many programs that I can participate in such as Tahlil and Reading of Yasin and Cooking in conjunction with Ramadhan, and Hari Raya Aidilfitri Celebration and the Senandung Rakyat Pahang program. Participating in such a program allows me to interact with other staff from other departments such as engineering, staff working in the office and so on. I was also able to help the crew that made the Senandung Rakyat program a success.

In addition, I gained a lot of knowledge and skills that are very useful. Among the knowledge I gained was being able to know the correct procedure for calculating and making overtime allowance claims and other claims made by RTM Pahang staff. These claims are usually made if staff are working off-premises and out-of-hours. In addition, I also got exposure about the Human Resource Development Corporation (HRD Corp) portal which is e-LATiH. E-LATiH is HRD Corp's online learning platform that provides Malaysians with unlimited access to free online courses from reputable content providers. In addition, I was also able to find out about the Malaysian Accountant's Department's portal which is I Government Financial Management Accounting System (IGFMAS) which is used to pay the allowance claims of the staff and vendors concerned. Finally, I was also able to learn how to make official letters, meeting minutes and independent minutes correctly.

The skills I gained while undergoing industrial training is that my self-confidence increased. Before I entered this department, I lacked confidence in myself to enter the world of industrial training. After I entered this department, I was able to know my strengths and weaknesses well and have a positive view of myself indirectly. I also can set realistic expectations and goals, communicate firmly and can handle criticism given to me.

## 4.0 SWOT ANALYSIS



## **5.0 DISCUSSION AND RECOMMENDATION**

### **5.1 STRENGTHS**

#### **5.1.1 HIGH PERFORMANCE ORGANIZATIONS**

The strength I found is that this department is a high performing organization due to its good office management. It can improve the overall performance of the organization. A high performance organization is an organization that generates financial and non-financial achievements that are much superior than those of its peer group over a five-year or longer period of time by focusing disciplined on what actually matters to the organization (The High Performance Organization (HPO) Framework - HPO Center, 2022). With the state of the department's office equipped with an effective and professional management system, these organizations can improve their performance. This office is also in an orderly and structured state which can reduce the time taken to find any document and the work done can also be done quickly. For example, the file room at RTM Pahang is in an orderly state which makes matters easier and faster.

My suggestion to maintain this strength is to reinforce positive behavior among department staff. Cultivating a positive and intelligent attitude among staff is important, and leaders should reward individuals who represent the organization's values because it raises their performance levels. When employees perform better, customers are more satisfied, and the overall success of the organization improves. The positive behavior of employees should be reinforced by leadership in a way that encourages employees to work more productively and thus increase their self-esteem.

#### **5.1.2 HAVE THEIR OWN SUPPORTERS**

RTM is a public broadcasting station owned by the Malaysian government and the oldest in the country. It was established on April 1, 1946. Headquartered in Angkasapuri, Kuala Lumpur, RTM also operates six national radio channels, 13 state radio channels, regional radio channels, and six television channels. RTM Pahang has its own radio channel, Pahang FM, which has been established since 1996 by the Malaysian Government. Pahang FM has its own fans, mainly fans of talk shows and radio dramas broadcast by Pahang FM.

As a result of my research, I found that Pahang FM fans consist of the Baby Boomers, Gen X, and Gen Y (also known as Millennials) generations. According to Debczak (2023),

Baby Boomers are individuals born from 1946 to 1964 (59–77 years old), and Gen X are individuals born from 1965 to 1980 (43–58 years old). Millennials are individuals born between 1981 and 1996 (27 and 42 years old). While engaging in a variety of daily activities, people can be engaged and informed through the use of radio. As a result of changes in lifestyle and technology, multitasking is becoming more popular. Apart from driving, people are most likely to listen to the radio while they are unwinding, doing housework, browsing the internet, working out, or eating.

Pahang FM has fans who are adults because young people are usually more exposed to electronic media, such as mobile phones, to browse social media and become less interested in radio.

My suggestion is that RTM Pahang needs to make sure the radio content is appropriate. Pahang FM radio station has the greatest reach potential if it uses content that is relevant to the current situation. In general, Pahang FM needs to steer clear of subjects that your audience might find offensive or controversial, or that might turn the majority of listeners off for good. Listeners easily switch to other channels if the content created offends them.

## **5.2 WEAKNESSES**

### **5.2.1 LESS INTRIGUING AND ENGAGING CONTENT**

The production of less interesting content from Pahang FM makes many listeners and fans find it easy to become sidetracked because radio is just background noise and not something they sit and concentrate on like their favourite television programmes. For example, since all cars can be equipped with a radio, most listeners only listen to the radio while in the car to entertain themselves and relieve sleepiness on the road. Therefore, less interesting content of radio broadcasts coupled with long advertisements that are broadcast will make the listeners bored and less interested. Since most listeners merely want to hear the music being played, if Pahang FM broadcasts a long line of advertisements, this will give listeners more reasons to stop listening.

My suggestion to this is that RTM Pahang needs to highlight this organization by create more interesting and unique content and making television broadcasts as well. Creating good and unique content is not only widely viewed, but also brings a positive response from the audience. Therefore, in order to get a lot of positive responses from the audience, Pahang FM should create content that is unique and has its own value. Pahang FM also needs to broadcast television dramas because our society is more inclined to be interested in dramas, especially dramas that have good values and lessons. For example, RTM Pahang can make a short drama to be recorded and broadcast on television. According to Prasanna (2023), Television broadcasting provides entertainment for the whole family directly attracting their interest to watch television to fill their free time. Televisions offer a variety of entertainment options, including movies, TV shows and sports. So, we can see that this way can make RTM Pahang better known indirectly as well as attract more fans.

### **5.2.2 LABELLED AS AN OUTDATED ORGANIZATION**

Because RTM Pahang is known for its broadcasting department that has existed since 1996, this department is labeled as an outdated department by the current generation because this department is famous among the elderly. Although RTM Pahang has grown along with the development of technology in this department, the perception is still attached to this department. The quality of employees at RTM Pahang is also often monitored and well maintained so that this department can become a department with high potential. Chairman of the Johor Housing, Communications and Multimedia Committee, Dzulkefly Ahmad, said that Radio Television Malaysia (RTM) did not miss out on making a transformation involving its

radio broadcast format which is constantly modified and adapted according to current technological developments. According to him, it is to ensure that the function of radio remains a relevant medium of communication throughout the ages.

My suggestion is that RTM Pahang needs to continue to make a digital transformation to remain relevant and competitive both locally and globally. Success in the creation of digital experiences will make an organization remain relevant, effective and attractive physically and emotionally in the hearts of customers. Broadcasting technology changes need to be carried out because of the shift in user focus to digital platforms. For example, Telekom Malaysia's unifi TV (previously known as HyppTV) started offering 18 free channels. Through unifi TV, viewers can enjoy various VODs, TV Series, documentaries, news, entertainment and more.

## **5.3 OPPORTUNITY**

### **5.3.1 PROVIDES TRAINING TO THEIR EMPLOYEES**

Training is important because it represents a great opportunity for employees to expand their knowledge base and improve their work skills to be more effective in the workplace. RTM Pahang provides training to their employees by holding interesting and useful programs for their employees. Programs for employee training help in improving the knowledge and abilities of employees to keep up with the company's needs. Employee productivity will grow as a result of this improvement, which can increase the profitability and effectiveness of the organization. For example, RTM Pahang recently held the RTM Pahang Team Building program with the aim of increasing cooperation between employees because teamwork promotes strong working relationships.

My suggestion is that this organization should take feedback after the program is held. Employee satisfaction is a measure of how effectively employees engage in the program they participate in. Feedback can increase productivity and employee satisfaction. Additionally, it can help improve the overall work environment and company culture. It helps employers understand what motivates their employees and how employers can keep them motivated. When employees are satisfied, they are more likely to stay with their organization and take on new challenges.

### **5.3.2 COLLABORATION WITH THIRD PARTIES**

RTM Pahang has many opportunities to establish cooperation with external parties, whether private or government agencies. When wanting to hold a program, various parties want to be sponsors directly so that they can promote their department to the public. For example, recently RTM Pahang held a Senandung Rakyat Pahang program involving a combination of various sponsors such as MZ Gold, Bank Simpanan Nasional (BSN) and Tourism Pahang.

My suggestion is that RTM Pahang needs to build stronger and trust-based relationships with other organizations. It is important to build reliable partnerships with partners and networks to create mutual respect, understanding and communication. It is also necessary to manage the process and results of collaboration by setting clear and realistic targets, achievements and indicators. According to Bennett (2022), working with partners,



you may discover new ways of looking at your business, helping you shape it for the future and also creating new areas to expand.

## **5.4 THREAT**

### **5.4.1 GROWTH OF PRIVATE RADIO BROADCAST**

The biggest threat to RTM Pahang is the presence of many private radio stations because it affects Pahang FM especially when they have content that is more interesting to the public as well as they have versatile presenters who can attract listeners. In Malaysia, some examples of privately owned radio stations are Molek FM, Era FM, Hot FM and Hitz FM. These radio stations often use celebrities as their radio hosts, which can help the radio station become more popular. For example, Hot FM hired television star Fara Fauzana as a DJ or presenter on their radio station and Era FM hired Azad Jasmin, an actor as their radio host. On the other hand, Pahang FM which continues to use elected officials as DJs is less liked because of this. These individuals agree to be less favored in Malaysia, despite the fact that their appointment is purely based on ability and aptitude.

I recommend that RTM Pahang choose a well-known broadcaster. For Pahang FM to get more listeners, at least one DJ must be really popular among the public. Pahang FM will get more listeners and fans using this strategy. According to Hashaw (2019), celebrity endorsement is a marketing tactic that helps increase brand recognition. It is a method of increasing brand reputation and visibility. Celebrities are famous individuals, and celebrity endorsements can help companies stand out. Many businesses have successfully used celebrity endorsements to promote revenue.

### **5.4.2 SMART DEVICE**

Instead of listening to the radio, many listeners tune into their own gadgets, such as their smartphone's podcast feature, or simply browse the internet on their own. Although Pahang FM has a radio broadcast via the Pahang Live portal on the website, only a few people are aware of and utilize the online portal. Many individuals prefer to listen to their favourite music on their cellphones rather than waiting for the song to be played on the radio. For example, consider the use of Spotify and JOOX, both of which feature various sorts of tunes. We can only discover and install tunes using the tips of our fingers. Pahang FM is fighting to keep listeners listening to the radio today.

My recommendation is that Pahang FM develops an application that is simple to use and can be accessed via a smartphone without the need to enter a website. Since a mobile app is distinct from a company's website, it has the liberty of offering a new brand experience to

users. It means that the company can experiment with new branding styles for the app, which can be different from the regular brand style of the company's website (Deshdeep, 2023). For users, clicking on an app on their devices is considerably simpler and quicker than accessing a website, even if it is bookmarked. In addition, application development can build a stronger brand the more value that Pahang FM can offer their supporters, the more interest they develop in your brand.

## **6.0 CONCLUSION**

After I underwent industrial training at RTM Pahang, I learned a lot from all aspects related to my career and gained a lot of useful experience, knowledge and exposure. Through this industrial training program, I have been exposed to the real world of work which can help me to face the real world of work after graduation. In addition, I was also able to improve my discipline as an employee and expose myself to the organizational structure of government departments. For example, using a punch card to get in and out of work makes me more disciplined to come to work on time so that my attendance record is good.

My hope is that industrial training will continue as it helps students by providing practical experience before they enter the real world of work. Students will be able to see a clear image of the real work world situation in this regard, while trying to adapt to the tasks given to them. This industrial training program can also grow and strengthen students, giving them the confidence to face any task or obstacle that may arise in the workplace. Furthermore, students will not face any obstacles or feel odd when they start working later through this program.

Based on the SWOT analysis, I found that this organization has its own advantages and hopes to develop further in the future. However, this organization needs to be careful to overcome the threats and weaknesses experienced by this organization. This organization also needs to make the most of the opportunities available so that this organization can develop further.

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## 8.0 APPENDICES



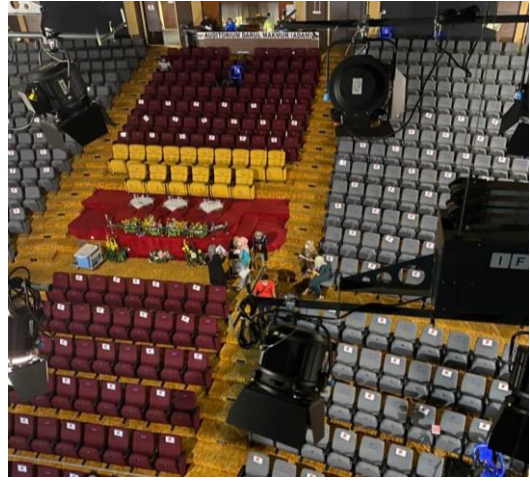
Jabatan Penyiaran Negeri Pahang (RTM Pahang).



First day at RTM Pahang.

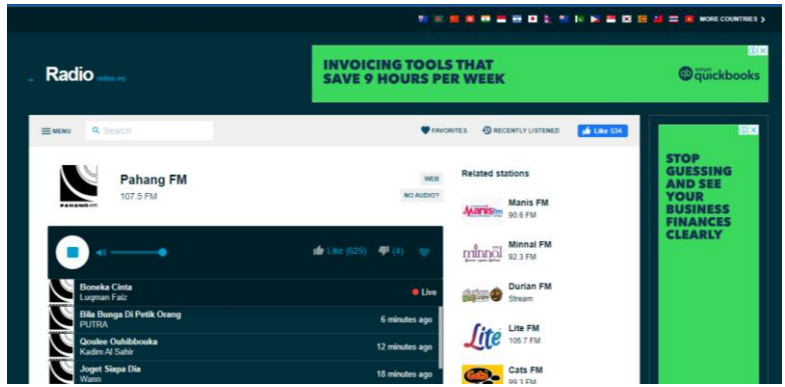


Small feast in the office pantry.

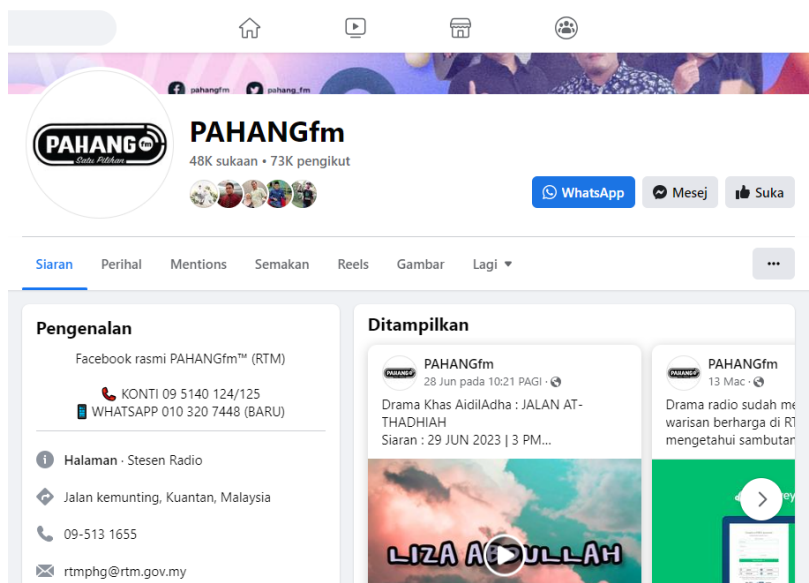


Auditorium RTM Pahang (ADAM).

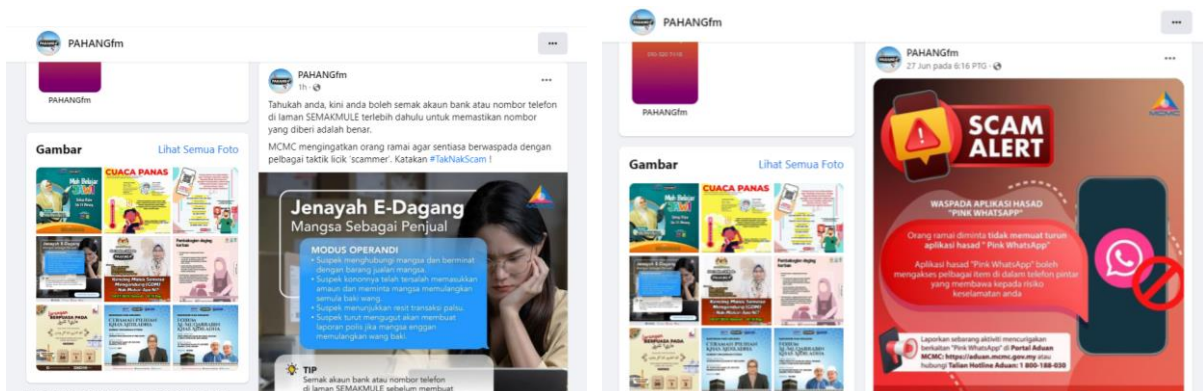




Pahang FM's live internet radio portal.



Pahang FM's Facebook page.



Information posted via the Pahang FM Facebook page.



Yasin reciting and ceremony in conjunction with celebrating Ramadhan.



Celebration of Hari Raya with the staff of RTM Pahang.





Attending the Hari Raya Celebration invited by the Malaysian Fisheries Development Board (LKIM) and the Department of National Unity and National Integration (JPNIN).



The Senandung Rakyat Program held at the Sultan Haji Ahmad Shah Auditorium at RTM Pahang.





RTM Pahang 2023 Team Building program at De Rhu Beach Resort.



**SLIP KEHADIRAN  
MAJLIS TAHLIL BACAAN YASIN SEMPENA  
MENJELANG RAMADAN 1444H, GOTONG  
ROYONG DAN REWANG MASAKAN  
KELAB RTM PAHANG**

**NAMA : NUR FATHIAH BT MOHAMED  
NO KAD PENGENALAN :001115-03-0790  
JAWATAN : PELAJAR PRAKTIKAL  
TARIKH : 16.03.2023 (KHAMIS)  
TEMPAT : JABATAN PENYIARAN NEGERI PAHANG  
ANJURAN : KELAB RTM PAHANG**

**MOHAMAD SYUKRI BIN  
SURATMAN  
YANG DIPERTUA  
KELAB RTM PAHANG**

**Kelab RTM Pahang**

**MLA ERMAWATI BT MOHAMMAD AMY  
Pembantu Tadbir N22  
Jabatan Penyiaran Malaysia  
RTM Kuantan, Pahang**

# Sijil Penyertaan

Dengan ini diperakui bahawa

**NUR FATHIAH BINTI MOHAMED**

Setinggi Tinggi Tanah & terima kasih kerana menyertai program  
Bina Diri Insan anjuran kami  
**JABATAN PENYIARAN NEGERI PAHANG**



Pada  
**12 - 13 JULY 2023**

Bertempat Di  
**DE RHU BEACH RESORT KUANTAN PAHANG**