



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

UITM BANDARAYA MELAKA

INDUSTRIAL TRAINING REPORT AT CORPORATE AND COMMUNICATION DEPARTMENT IN UITM KBM

MGT 666

1 March-15 August 2023



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Unit Komunikasi Korporat

Prepared by: Nurmadiyah Binti Roizali

ID. NO: 2020830682

Program: Bachelor in Office Systems
Management (Hons.)

EXECUTIVE SUMMARY



The report includes a profile of the company and the students, a discussion of the training's reflection, a SWOT analysis of the organization's strengths, weaknesses, opportunities, and threats, a recommendation and suggestion, and a conclusion.

The first day of my internship training is March 1, 2023, and the last day is August 15, 2023, for a total of 24 weeks. On my first day of internship, I was told to report to Madam Nur Hidayah binti Zaini, Coordinator of the Corporate and Communications Unit of UiTM KBM.

Since I began my internship training at UKKo, I have worked as a front desk worker. My duties have expanded to include daily newspaper clipping, helping to manage customer application forms, and other administrative tasks.

Although this company does not provide benefits which is allowances, they do provide a clean workplace, sufficient office supplies such as stationeries, and free Internet, all of which help me get my daily work done.

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In preparation for this report, I had to take the help and guidance of some respected persons, who deserve my deepest gratitude.

Besides that, I would expand my deepest gratitude to my supervisor Puan Nur Hidayah Binti Zaini, the Coordinator of Corporate and Communication Unit for giving me the opportunity to do my internship training in the UKKo Department of this organization, UiTM.

Not forgotten Encik Ridzal who for assigning me varied duties over these 24 weeks of internship and for taking time out of his busy schedule to explain how work is done at UKKo. I would also like to express my gratitude to Mohamad Azhan Bin Nazli, my internship partner, and the entire team for their unwavering support, advice, and assistance throughout my internship.

Finally, I would like to gratitude my advisor Madam Nur Hazwani Binti Mohamad Roseli and Madam Norshiba Binti Norhisham the Internship Coordinator of Business Management for giving me such a good guideline and explained clearly on how to complete this task.



MY PROFILE



**NURMADIAH
BINTI ROIZALI**

FRESH GRADUATE

Contact



Skills

Project Management



Problem Solving



Creativity



Leadership



Languages

- Malay **Expert**
- English **Intermediate**

About Me

I am excellent at using the Microsoft Office System, carrying out administrative chores, assigning and supervising clerical duties, managing an events, and arranging office operations and procedures. More, I also have a good in leadership and problem solving skills so that it also helps me on how to control a group of people.

Education

- **Internship (Corporate & Communication Unit)**
March 2023 - Present
University Technology MARA (UiTM) Kampus Bandaraya Melaka
Front Desk Assistant
- **Bachelor's in Office Systems Management (HONS)**
2020-2023
University Technology MARA (UiTM) Kampus Bandaraya Melaka
Dean List (Semester 5)
Pointer: 3.57
- **Sijil Tinggi Pelajaran Malaysia (STPM)**
2018-2019
Sekolah Menengah Sultan Abdul Jalil, Kluang, Johor
Final pointer: 3.33
- **Sijil Pelajaran Malaysia (SPM)**
2017
Sekolah Menengah Tengku Aris Bendahara, Kluang, Johor.
2A, 1B, 1B+

Work Experience

Internship in Corporate Communications Unit at (UiTM Kampus Bandaraya Melaka)

Front Desk Assistant (March 2023-Present)

- Answer queries by student, employees and clients
- Handling and managed CSR and UiTM KBM Program
- Systematized corporate records, filing documentation including created forms based on policy requirement
- Administered corporate documentation/records, company benefits packages, corporate events, and teambuilding meetings and outings
- Photographer of an events in KBM

MY PROFILE

Work Experience

- Taking minutes at meetings
- Maintaining office systems
- Greeting visitors at reception
- Handling client concerns and complaints
- Completing customer service tasks such as placing orders for customers and explaining products and services

2. Sate Warisan Roy, Kluang

Cashier & Kitchen Assistant (2017-2022)

- Cashiered and take customer orders
- Assisted with the stall operations
- Process payments
- Prepared a foods such as cuts, washed and cooked



Awards & Acknowledgements

June 2023

SUKAN ANTARA PROGRAM (SAP) at UiTM Kampus Bandaraya Melaka

- Women's Futsal - First Place
- Frisbee - Participant

2022

BEAST (Bandaraya Entrepreneurships Sports Fiesta) at UiTM Kampus Bandaraya Melaka

- Mixed Frisbee (Under Program) - Third Place
- Women's Futsal (Under Program) - Third Place
- Colour Run (2.4 KM) (Under Faculty) - Top 20



2021 – February 2023

Commander Kesatria Battalion VII

POSITION: Regiment Sergeant Major (RSM) @ EXCO of Disciplines @ EXCO of Student Affairs
Commissioned as Leftenan Muda Kesatria@Young Officer Kesatria on 4th March 2023

Key responsible:

- Controlled all commanders on the parade ground
- Responsible for maintaining the discipline of each commanders
- Responsible for making sure every commanders are punctual
- Scheduled a timetable for the commanders at taking responsible in controlled curricular students
- Controlled the UiTM Kampus Bandaraya Melaka curricular students from semester 1 to semester 3 on curricular class
- Made a report of the activities carried out by the commanders every weeks
- Take care of welfare of each commanders

Involved in activities:

2021

- Latihan Intensif Bakal Komander (LIBK) at UiTM Kampus Jasin, Melaka (7 days)

2022

- Program Kem Pementapan Komander Kesatria at UiTM Kampus Alor Gajah, Melaka (3 days)

Program that I had managed:

ONLINE

2021

- Webinar of Mental Health

2022

- Talk: Jiwa Kosong "Pelawa Makhluk Halus"

PHYSICAL

2022

- Majlis Khatam Al-Quran
- Komander Kesatria Endurance Challenge (KKEC) at UiTM Arau, Perlis as committee secretariat
- Treasure Hunt (Explorace) in UiTM Kampus Bandaraya Melaka as committee of Multimedia



March 2022 – February 2023

The Volunteers Corp/Briged Sukarelawan

POSITION: EXCO of Student Affairs

Key responsible:

- Take care of the welfare of each member
- Responsible for making sure every members are punctual
- Helped students and communities affected by natural disasters
- Joined a Program Jalinan Gotong Royong Perdana 99 Tahun SK Tengker Dua, Melaka (Participant)



Reference

1

Puan Nur Hidayah Binti Zaini
Email: hidayah0946@uitm.edu.my
Coordinator of Corporate Communication UiTM KBM

2

Puan Nur Hazwani Binti Mohamad Roseli
Email: hazwaniroseli@gmail.com
Advisor of Internship



About the UiTM Kampus Bandaraya Melaka

UiTM campus operations started on December 15, 2006, with 11 administrative staff members. UiTM Kampus Bandaraya Melaka start the academic year was January 3, 2007. Associate Professor Mohd Zainud-Din bin Hassan, Deputy Director of the city campus, and Associate Professor Dr. Mizan bin Hj. Hitam, Director of the UiTM Melaka Campus, are in charge.

The address of UiTM KBM is 110 Off, Jalan Hang Tuah 75300 Bandaraya Melaka.

n.madiahroizali@gmail.com

To achieve the goal of the Prime Minister and Deputy Prime Minister of targeting 200 000 students at UiTM, a national agenda has been developed in cooperation with the Chief Minister of Malacca and the Vice Chancellor of UiTM. Residents of UiTM are pleased with the opening of the UiTM Cawangan Melaka Kampus Bandaraya Melaka on March 26, 2007, by YAB Chief Minister of Malacca, Datuk Seri Mohd Ali bin Mohd Rustam.

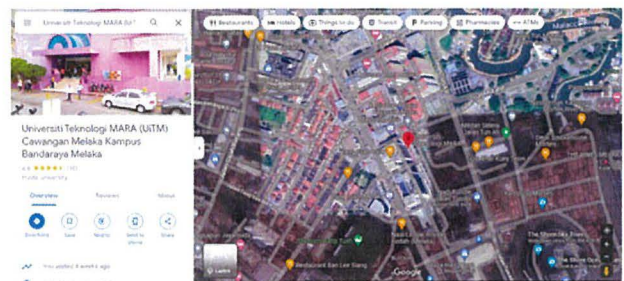
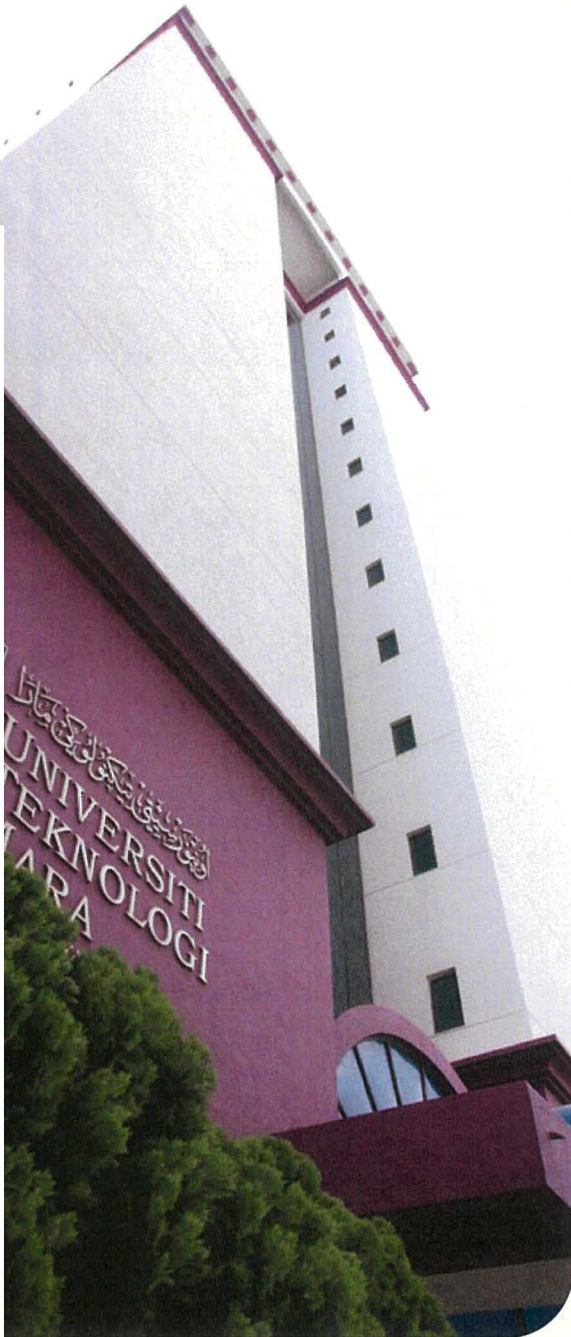


Figure 1: Satellite location of UiTM Kampus Bandaraya Melaka

Now, the Rector of UiTM KBM is Prof. Ts. Dr. Mohd. Rasdi bin Zaini. UiTM KBM has 197 staffs, 2 faculty, and 6 programmes, and serving almost 2,817 students.

MISSION, VISION & OBJECTIVE



Mission:

To establish UiTM KBM as a Globally Renowned University of Science, Technology, Humanities and Entrepreneurship

Vision:

To lead the development of agile, professional Bumiputera's through state-of-the-art curricula and impactful research in UiTM KBM.

Objective:

- To increase enrollment in higher education*
- To offer top-notch education*
- To provide academic curricula that are competitive, satiate market demands, drive national growth, and advance prosperity globally*



Figure 2: UiTM Kampus Bandaraya Melaka Organizational Chart



Figure 3: The Office of Corporate and Communication UiTM KBM

About the Corporate and Communication Department UiTM KBM

The Corporate and Communication Unit is a unit under the Faculty of Communication and Media Studies at Universiti Teknologi MARA (UiTM) Cawangan Melaka. The unit is responsible for managing the corporate image of UiTM Melaka and providing communication services to the university community. Corporate and Communication Department in UiTM KBM is located at level 12. The coordinator is Puan Nur Hidayah Binti Zaini and she was assisted by Encik Ridzal Abdol Rahman as Operation Assistant.

Objective:

- **Deliver key communication services and efficient support to meet customer satisfaction.**
- **Ensure university reputation adhere to UiTM corporate policies and guidelines on image and identity.**
- **Establish good relationship with stakeholders through strategic partnerships.**
- **Promote university information through UiTM official platforms.**

Products and Services

As the **primary focus of our department's services is managing events** in UiTM. Today, they are assisted by two practical students, Nurmadiyah binti Roizali and Mohamad Azhan bin Nazli.

DEPARTMENT CHART



Figure 4: The Corporate and Communication Department Chart in UiTM KBM

TRAINING'S REFLECTION

Applying for an internship was the challenging for me because I had applied about four company to do my internship but unluckily, I failed to get it. So, two weeks before my internship start, I have met Puan Nur Hazwani, my advisor to get advice for my internships place from her. She suggested to me that I can doing my internships training at UKKo (Corporate and Communication Units) in UiTM KBM. My first impression hearing about that was very thankful because I really love to learn how a program works and how to connect directly with stakeholders. I decided to apply my internships training at this units by Puan Nur Hidayah binti Zaini, the Coordinator of Corporate and Communication Units at UiTM KBM. On 16th January 2023, I was accepted by Puan Hidayah as an internship's student at the Corporate and Communication Units.

First and foremost, my internships training duration starts on 1 March ended on 15 August 2023. I run my internships training in the Corporate and Communication departments at University Technology MARA Kampus Bandaraya Melaka on level 12th with Mohamad Azhan bin Nazli as my internships partner for last six months. I started my working time at 8.00 a.m. to 5.00 p.m. but during Ramadan, the office will be open until 4.30 p.m. My internships training was supervised by Puan Nur Hidayah binti Zaini as Coordinator of Corporate and Communication Department (UKKo) at UiTM KBM and advise by Puan Nur Hazwani binti Mohamad Roseli. The units also were assisted by Encik Ridzal Abdol Rahman, Operation Assistant.



Figure 5: With staff of Corporate and Communication Department in UiTM KBM

TRAINING'S REFLECTION

First, as part of my **daily routine**, Azhan and I must clip the articles from the newspaper that only mentions UiTM and put them into the "Keratan Akhbar" files after we have finished reading them. Before I continue, I want to mention that UiTM has subscribed which includes New Straits Time, Harian Metro, Utusan Malaysia, Berita Harian, Sinar, and The Star. Azhan and I will look for articles related to UiTM in terms of the author or its content. After that, we will write the newspaper clipping information such as date, title, author, branch, and pages in the newspaper clipping template provided by our department.



Figure 6: The Newspaper

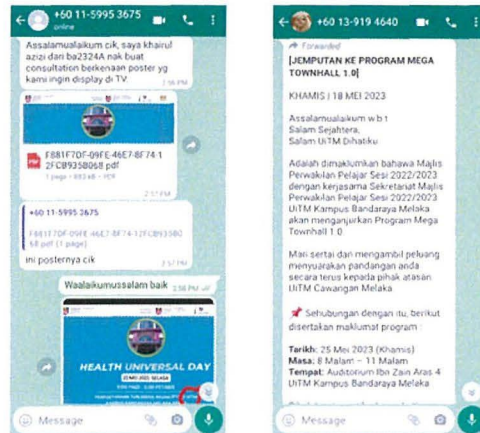


Figure 7: Consultations chatting with clients

Apart from that, I was also commissioned by Madam Hidayah to check the VIPs speech texts, banner, posters and bunting sent either by students or UiTM lecturers themselves. In addition, I am also given the responsibility to assist her in any application process for borrowing tools such as tablecloths, bunting or stand bunting, multimedia applications, and souvenir applications and this application will be approved by her personally.

When an application is made exactly according to the procedure set by UKKo, I would let clients know again that their application has passed on the WhatsApp's platform and give a copy of the poster or banner that has my signature.

TRAINING'S REFLECTION

But in mid-May, Madam Hidayah had a minor accident in which her hand was injured by an old, injured fracture. This caused her to be left with a specialist doctor for about 2 months. Therefore, all tasks that I do not understand will be asked to her only through WhatsApp's. In addition, any approval for applications made by clients has been converted to the Assistant Rector of UiTM KBM, Dr. Mohd Halim bin Mahphoth.

In the meantime, Azhan and I will go to Dr. Halim's room on the 16th floor to get his signature for approval of the clients' application.



Figure 8: Meeting according to acrylic with Assistant Rector, Dr Mohd Halim

I also took part in a meeting held by the management department to prepare for Majlis Kesyukuran Aidilfitri 2023.

In addition, I have been collaborating with Azhan to design and manufacture banners and posters for any UiTM-related events. We collaborate to create posters. We use Canva Pro mostly because it is user-friendly.



Figure 9: Poster & banner design

Azhan and I also learned together how to use the Canva Pro. We will help each other if one of us is not good at using one term in the Canva Pro.

TRAINING'S REFLECTION

Azhan and I had been active as members of the committee such as flow managers, protocol and cameramen to assist UiTM in the success of an event such as Majlis Kesyukuran Aidilfitri 2023, Majlis Amanat Rektor and others.



Figure 10: As flow managers for Majlis Amanat Rektor 2023

Furthermore, taking part as a cameraman in a program gave me a pretty meaningful and valuable experience because I really liked taking pictures. In the beginning of March I had practical training, I only did work in the office such as preparing newspaper clippings, picking up phone calls, and checking posters. But after the early of April, I had the courage to follow my partner's internships, Azhan, to become a cameraman for the program that was conducted in UiTM KBM. It is because I really like taking pictures and I made it as my hobby.

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I also gained the trust from Madam Hidayah, Encik Ridzal and Azhan to help in taking pictures on each of the programs. Encik Ridzal and Azhan teach me how to use the camera. Here, I'm very enjoying the work I'm doing and for me, taking pictures is a hobby that can give peace of mind and satisfaction. Day by day, Azhan and I replaced Encik Ridzal as a cameraman when he was busy with other tasks. Because of the opportunity to be a cameraman, I gained a new skill which is the technique on how to take a picture at bright or dark places. I also try to be more daring by asking participants to look towards the camera for the purpose of taking their picture with a lot of facial expressions.

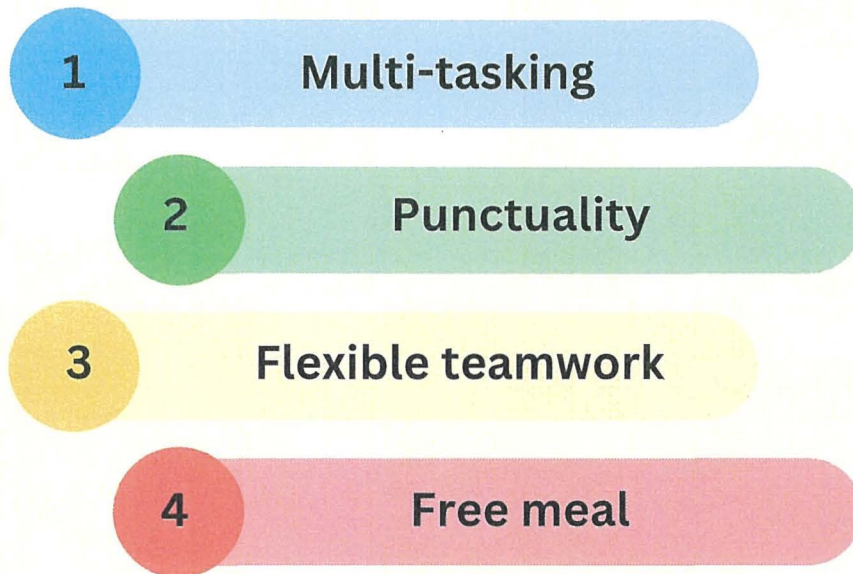


Figure 11: Learning Through Play: MMBG XTRA event



Figure 12: Innovation Competition event

BENEFIT RECEIVED AND GAINED



1. Multi-tasking

- Doing two tasks at one time.
- Eg: Design a banner at the same time giving a consultation to my clients.

2. Punctuality

- I complete my tasks on timeline because everything has a deadline that must be met.

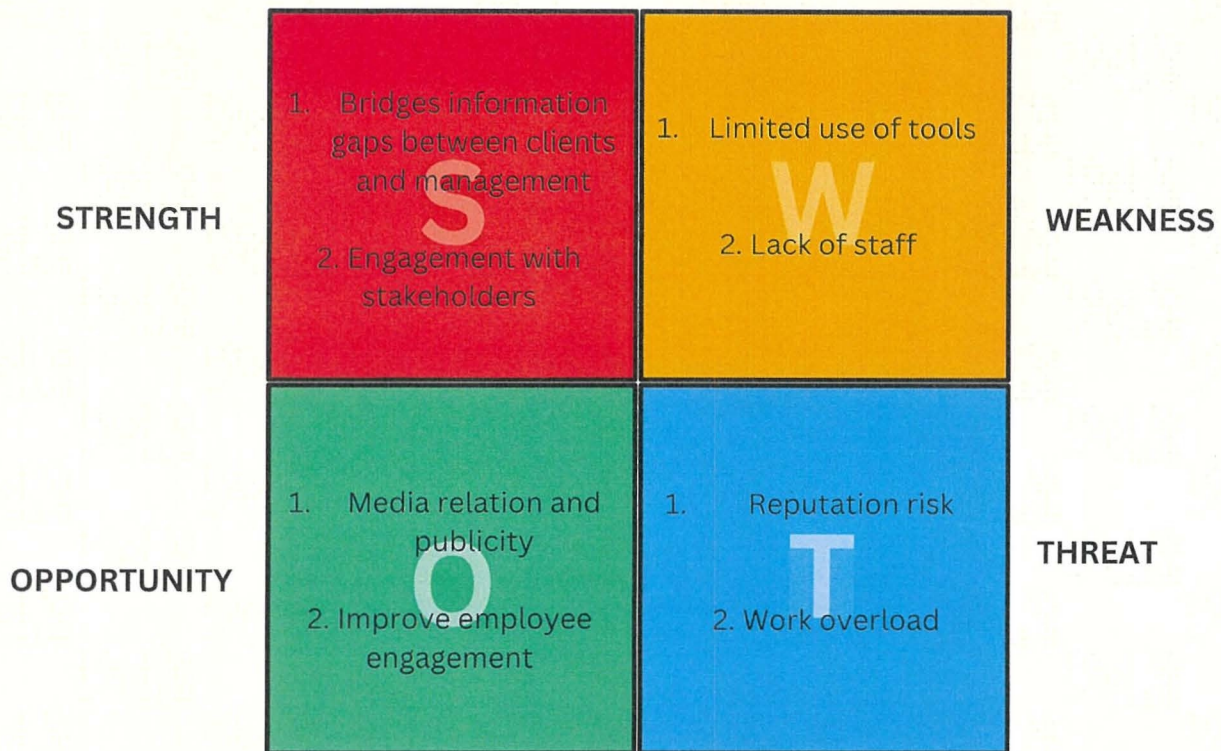
3. Flexible teamwork

- Hone my skills in working as a team.
- Involve myself with a large of people.
- Cooperate together with many other departments such as preparing hari raya booth with PTAR.

4. Free meal

- Got from officemate.
- Got from event organizer after finished my job on the event.

SWOT ANALYSIS



STRENGTH

1. Bridges information gaps between clients and management

The Corporate and Communication Units is the main sources for clients whether from internal or external, itself to obtain information about the organization. In UiTM KBM, the Corporate and Communication Units are always busiest places because there has an academic, non-academic staff and stakeholders requesting an information from their staff.

Internal parties in the context of UiTM KBM refer to the interactions between UKKo and students, academic staff, and non-academic staff. The UKKo is the location where they can **obtain information pertaining to the administration of UiTM**, such as the program to be implemented, retirement, exchange, or new employee registration, among other things.

In addition, the UKKo in KBM is where the customers can **acquire the SOP for how their applications for events they wish to organize and advertise can be approved**. It is crucial that they learn about the SOP because, if they get away with spreading all of this information, they are sure to run into trouble. As an illustration, the UKKo in the UiTM KBM office offers a QR code on the white board that carries the most recent UiTM logo, allowing customers who drop by to quickly find the appropriate logo to use in their advertising by scanning the QR code.

The UiTM KBM Management unit frequently uses the soft copies of the numerous organizational charts that are also kept in this department.

STRENGTH

LOGO RASMI UiTM
CAWANGAN MELAKA



Figure 13: QR code

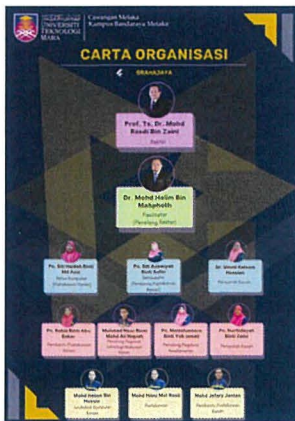


Figure 14: KIK chart

For the external parties, usually they want to know an information about the possibilities of being partnership with Corp & Comm. Units. It is because the corporate units can help potential business partners look into joint venture possibilities with the company. This might result in cooperative relationships and partnerships. Then, through partnerships it will make both parties get connection as a new customer. By forming partnerships, businesses can draw on one another's customers and expand their reach to new markets. Cross-promotion like this can boost sales and brand recognition. For instance, in Corp & Comm. Unit at KBM now is in the process of purchasing acrylics from company A. All information pertaining to quotations, site visits and so on is controlled by Puan Hidayah and Mr Ridzal.

2. Engagement between stakeholders

The unit excels at interacting with a variety of stakeholders, including customers, employees, investors, partners, and the broader public. They develop targeted communication campaigns to effectively address the requirements and interests of various audiences.

Organizations use stakeholder engagement as a strategic approach **to build positive relationships, encourage open communication, and include key stakeholders in decision-making processes.** Understanding the needs and expectations of stakeholders is essential to tailor communication and engagement efforts to meet their specific requirements. Stakeholders are more likely to support an organization's brand and efforts if they feel like they are being listened to and cared for.

STRENGTH

The organization need to positive relationships because it can Build a better organization – Engaging with stakeholders can bring important issues to light and encourage your organization to develop corporate social responsibility.

Encourage two-way conversation with stakeholders that is open and honest. Listen carefully to their comments, concerns, and ideas, and answer their questions as soon as possible. Ask for their opinions often and include them in decision-making when it makes sense.

WEAKNESS

1. Limited use of tools

Limited use of technology is when a company fails to make the most of the digital tools and technological advances that are available to them in different parts of their business, such as their corporate and communications functions. This restriction can be caused by a number of things, and it can have a number of effects.

The reason why limited of use technology might happen is because **budget restraints**. Because implementing and maintaining the latest technologies can be expensive, businesses with limited funds may choose to prioritize other costs over technology investments. Due to this, one of the reasons why budget restraints happen is because of **economic conditions**.

Economic downturns or recessions can result in reducing revenue sources, which can affect business' ability to raise capital. In UiTM KBM, the top management might be priorities for allocating resources to others department. This means that workers at the corporate and communications units will not be able to use new technologies because their organization are unable to purchase them for work use.

It is to be said because, the cameras in UKKo KAG, which are shown to be more advanced, are said to be very different from those in KBM. This is because the cameras in UKKo KAG can take both pictures and videos, while the cameras in KBM are old version and can only take pictures. Puan Hidayah and Encik Rizal said they had tried to get more advanced cameras before, but UiTM's budget capabilities made it tough due to economic conditions in Malaysia.

WEAKNESS

2.Lack of staff

The Corporate and Communication department is one of the busiest departments because this is the place where the staff communicate and get engaging with people along the time whether they are from an internal or external party. More than that, they have to participate in any events organized by the company, so it will require them a lot of movement. Lack of staff will cause the employees facing overworked and they will tend to suffer from high levels of stress and tiredness. This is because only the person needs to settle down the work by themselves without any help from other employees.



In UKKo KBM, Encik Ridzal used to have to work alone as a photographer, make a filing, checking a banner for approval, go to the Unit Bendahari for a purpose and more. This makes him a little bit tired of having to move a lot. While Madam Hidayah also getting busy with her class. Puan Hidayah once shared with us that sometimes she struggles with work in the UKKo as she is also a lecturer and needs to teach students at KBM.

Due to lack of staff, it can cause of **increased workload**. To make up for the lack of staff, the people who work in the business and communications units may have to take on more responsibilities and work. This can cause them to get tired and stop working as hard. As the amount of work increases, staff in the corporate and communications units may feel more **stress and burnout**. Constant pressure to do a lot of things can make them feel physically and emotionally tired, which can lower their job satisfaction and morale.

Other than that, the **response delays** also will be appear when the organization do not have a good quantity of staff. It may be hard to respond quickly to questions, media requests, or messages from clients or stakeholders when the organization have a small staff. In jobs that involve dealing with customers, slow responses can make customers **unhappy and frustrated**. Customers expect to be able to get in touch quickly and easily, and a slow answer can make them feel uneasy about the company's customer service. This delay might damage the organization's image and its relationships with people inside and outside the organization.

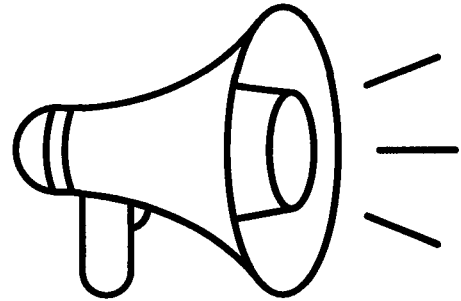
OPPORTUNITY

1. Media relations and publicity

Building good relationships with the media gives the company/UiTM a chance to get good press coverage and **become more well-known**. Having good relationships with the media can help the company get its news and messages out to more people.

Media relations involve cultivating positive relationships with journalists, editors, bloggers, influencers, and other media representatives. Media relations seeks media coverage, correct information, and image management. Professionals in **media relations reach out** to media contacts to pitch story ideas, share press releases, and share important news about the organization. UiTM-related news articles from Berita Harian, Utusan Malaysia, Harian Metro, and New Straits Times, for instance, are compiled by UKKO KBM. From this perspective, UiTM emerges as an academic organization that actively engages in informing the local population through newspaper articles.

Publicity means making an effort to get the media and the public to talk about the organization and what it does. Publicity is meant to spread good news about an organization and make it more visible to the public. Getting the word out involves **making stories and content** that are interesting to the media and the audience you want to reach.



For instance, corporate and communications departments use social media platforms to tell stories through brief videos, images, and written content. These narratives captivate the audience and provide context for the organization's activities and initiatives. In UiTM Cawangan Melaka, Facebook is one of the platforms used by corporate and communications department in KBM to share information about the activities that has been organized by the university.

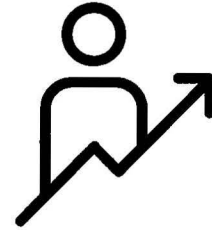
Due to that, the corporate and communications departments can influence stakeholders' attitudes and actions toward the organization by using storytelling and content production to build rapport with them. Building brand loyalty, improving the company's reputation, and accomplishing the company's communication goals all depend on a solid content strategy.

OPPORTUNITY

2. Improve employee engagement

The involvement of employees in a task is very important. It not only enhances one's productivity but also enhances group work skills, handles stress properly, creates a conducive working environment and others. Among the things an organization can do by giving it new work that can increase their interest in continuing to do the work.

The corporate and communications departments have a great chance to improve morale and productivity in the workplace by increasing employee involvement and spreading information about the company's mission, vision, and values.



An improved company culture is a direct result of effective internal communication. Corporate and communications departments can instill a shared feeling of purpose and commitment to the company's mission through distributing newsletters, holding town hall meetings, and hosting other internal events.

Create a good workplace where employees feel safe, honored, and appreciated. Take care of workplace issues right away and encourage a culture of openness and acceptance.

THREAT

1. Reputation risk

Reputation risk in the corporate and communication unit refers to the potential damage or negative impact on an organization's reputation due to communication-related issues, mishandled crises, or unfavorable public perception. It involves the risk of losing trust, credibility, and goodwill among stakeholders, which can have significant consequences on the organization's long-term success.

Any negative incidents or controversies involving the university, such as academic misconduct or scandals, can significantly impacts its reputation and undermine corporate communication efforts in safeguarding's UiTM reputation.

For instance, due to UiTM's own failure, it shared around 11, 000 student records with the public in early May. Despite UiTM's claim that the data is outdated and has been updated via twitter, the data owner is still concerned because they worry that bad things will happen in the future (Berita Harian, 2023).

THREAT

2. Work overload

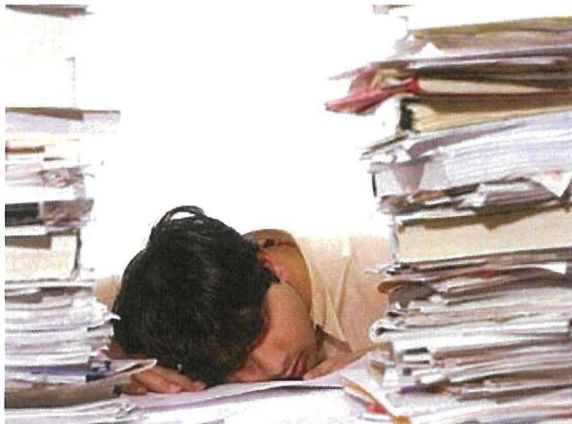


Figure 15: Illustration of work overload

Work overload refers to having more tasks than you can manage during regular working hours. Work overload can result in emotional and physical exhaustion, which in turn causes bodily symptoms like headaches, back pain, stress, tiredness, and migraines that frequently continue.

Moreover, due to the overwhelming workload, employees may speed through tasks, which could lower the caliber of their work. Errors and mistakes may increase in frequency, harming the corporate and communication units' reputations.

Continuously being under pressure to complete excessive duties without enough time for rest and recovery can have negative effects on both physical and mental health. As a result, work pressure can make employees at Corp. & Comm. Units more stressed out and burn out.

Employee disengagement may result from a hard task combined with inadequate support or appreciation. If work overload is present, disengaged workers are less likely to be inspired and devoted to their task, which will have a harmful effect on team morale and overall performance

Among the causes of work overloaded in UKKo is due to high demand and last-minute approval application from clients. There is a time when UKKo is really busy, and that time is during the Week Without Wall (3W). This is due to a lot of requests UKKo received about to give a consultation and application from lecturers and students for tablecloths, bunting stands, cameramen for their programs, and for checking speech texts and posters. The staff feel physical exhaustion which had a headache, stress and tiredness because every day there will be new students and lecturers who apply and take the tools they borrow, requesting consultation from 8.00 a.m. until 5.00 p.m. and it can be said it is a hectic week for the staff.

DISCUSSION AND RECOMMENDATION

STRENGTH

1. I recommend that **both clients and management need to actively listen** to understand their concerns, expectations, and objectives (Martinez, 2023). The company must pay attention to their feedback and take note of their specific needs. In this context, the Corporate and Communication department have to listen on what their clients' needs because clients will grow to trust the company or brand. In this sense, trust is a key component of interactions with clients, and attentive listening contributes to laying a reliable foundation.
2. According to Kent (2021), **encourage two-way conversation with stakeholders** that is open and honest is important. So, the corporate and communication department must listen carefully to their comments, concerns, and ideas, and answer their questions as soon as possible. Ask for their opinions often and include them in decision-making when it makes sense. Stronger ties with stakeholders are created through two-way communication, resulting in a sense of cooperation and mutual gain. Long-term partnerships and greater loyalty may result from these connections. Strong relationships with stakeholders, such partners and suppliers, are crucial because they can give the company better access to resources like finance, knowledge, and technology.

WEAKNESS

1. **The company have to rent or borrow equipment form other department or resources.** If the need for a good camera is occasional, consider renting one for specific projects or events. Alternatively, explore the possibility of borrowing equipment from other departments or colleagues who may have access to better resources (Tran, 2023). These ways can use by the corporate and communication departments in UiTM KBM to help them get a better video and pictures. For example, they can borrow the equipment from UiTM Kampus Alor Gajah, the main UiTM campus in Melaka because they have sophisticated tools.
2. **Use Smartphones to record the events.** According to Plummer (2021), as an experienced person, employees need to find solutions that they can use to solve the problems they face. In this point, the staff at UKKo need to sacrifice by using their smartphones for purpose of doing their job such as recording the video or capturing the picture of events.
3. **Hiring new staff with proper skills** is the most relevant way to solve lack of staff in the department (Jeremy, 2021). Moreover, it helps distribute the workload, preventing burnout among existing employees and maintaining productivity. Therefore, I recommend the corporate and communication department to inform UiTM KBM's upper management that they must hire new staff who are fully aware of the functions and responsibilities associated with each task in their departments.

DISCUSSION AND RECOMMENDATION

OPPORTUNITY

1. The recommendation for this company is they need **to keep the link between the media and public relations** going so that it can help the group manage and improve its reputation. This is because availability and reliability are shown through positive media coverage and proactive crisis communication, which builds trust with stakeholders (Stromback, 2019). In the meantime, employee involvement helps create a workplace where people work well together. Employees are more willing to work together, share what they know, and help each other.

THREAT

1. UiTM need to **keep the lines of communication open** so that workers can talk about their workload worries and ask for help when they need it. Encourage honesty when talking about problems at work is important because the organization need to know what the best solutions is can be carried out to solve the problems that the employee is having, (Knight, 2021).
2. UiTM also need **to ensure clear and consistent messaging in all forms of communication** & provide proper training and guidelines for effective communication within the organization (Martins, 2022). Grow your organization more rapidly and retain employees. Build strong relationships and attract more opportunities for you or your organization.

CONCLUSION

For 24 weeks of internships, I was very happy at the Corporate and Communication department. It is because training in this department not only gives me hard skills in terms of assisting in preparing stage decoration, setup of the events venue, but also this unit gives me soft skills where when I have to deal with clients which is academic staff and non-academic staff, also VIPs such as rector, assistant rector of UiTM KBM, and JKEN (Jawatankuasa Eksekutif Negeri) as well. I be more daring to talking or chatting with a new them sharing the information even though I do not know them well. This has improved self-confidence and developed my communication skill. Next, because of the opportunity to be a cameraman, I gained a new skills which is the technique on how to take a picture at bright or dark places. Last but not least, I also really like to participate or be a committee in a program because I consider the knowledge gained to be very valuable and can be use in the future. Doing my internship in this department also give me some knowledge in a setting where the staff are always welcoming and eager to assist, I have learned how to organize work in a systematic way. I hope one day I'll get a job like I did in this department.

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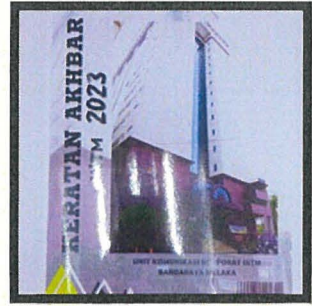
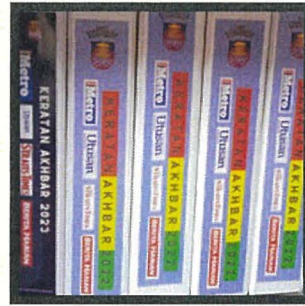
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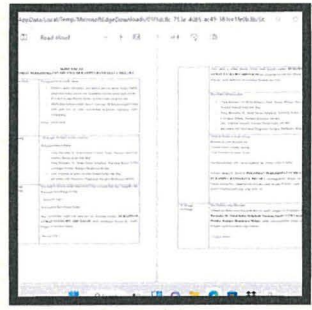
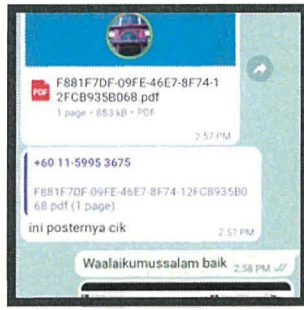
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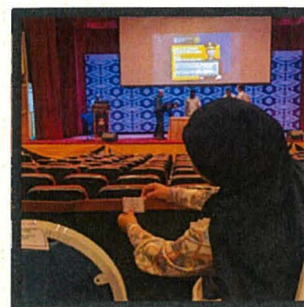
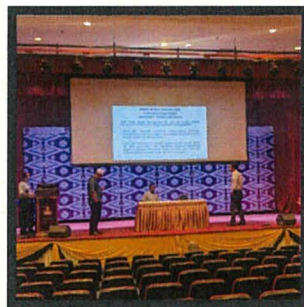
Newspaper clipping



Approval for banner, poster, speech texts, and souvenir application



Recording of video preparation for hari raya



Ikrar Bebas Rasuah (IKR) [Protocol Committee]

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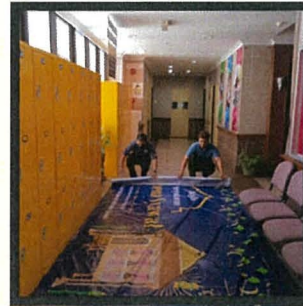
Preparing 100 packs of kurma for Majlis Amanat Rektor 2023



Shooting for takbir raya (Photographer)

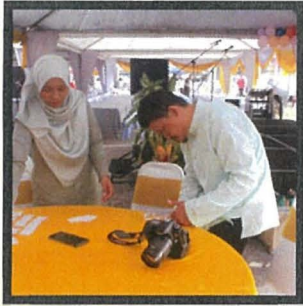


Majlis Amanat Rektor 2023 (Flow Manager)



Preparing for Majlis Kesyukuran Aidilfitri

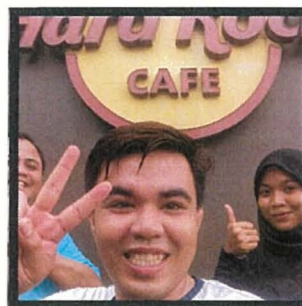
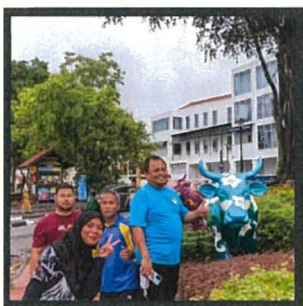
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Majlis Kesyukuran Aidilfitri UiTM KBM (Protocol Committee)



Mega Townhall 1.0 (Protocol Committee)

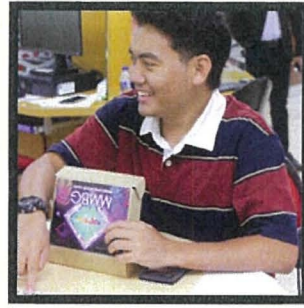


Brisk Walk Challenge, 10, 000 Steps (Photographer)]



Innovation Competition (Photographer)

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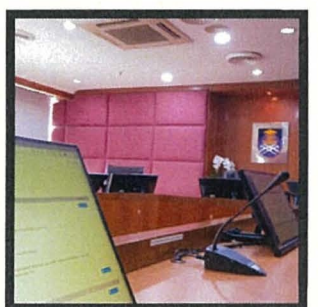
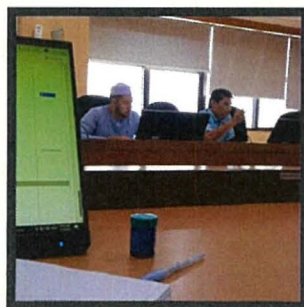
Learning Through Play: MMBG XTRA (Photographer)



Lecturer Exchange (Photographer)

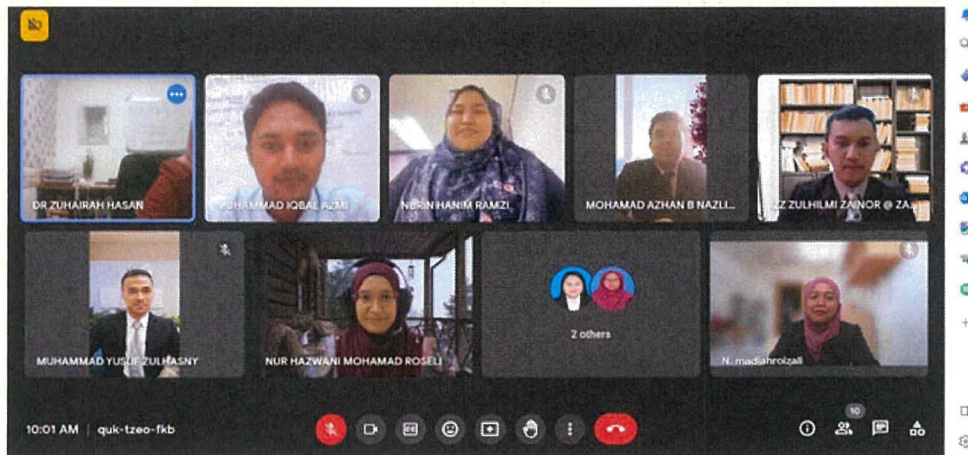


Inauguration KUMPOOL at UiTM KBM (Photographer)



Meeting for preparation Majlis Kesyukuran Aidilfitri (Protocol Committee)

APPENDIX



Presentation for Industrial Training Report on 20th July 2023