

**UNIVERSITI TEKNOLOGI MARA**



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)**

**PRACTICAL TRAINING REPORT:  
IN DISTRICT EDUCATION OFFICE TENOM SABAH**

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**SEPTEMBER 2018**

**Supervisor's Comment(s):**

**Moderator's Comment(s):**

**CLEARANCE FOR SUBMISSION OF THE PRACTICAL TRAINING REPORT BY  
THE SUPERVISOR**

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I have reviewed the final and complete practical training report and approve the submission of the report for evaluation.

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(Signature)

Date:

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## DECLARATION

This report is the result of my own investigations except where otherwise stated. Other sources are acknowledged by references and a bibliography.

Signed

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## ACKNOWLEDGEMENT

First of all, I want to thank God for giving me His blessing in order to reach this stage as a final year student of Bachelor Degree program whereby we have this kind of opportunity to be a practical student.

I also want to give a big thank to my practical supervisor, Madam Sharon Pearl for her advices, supports and guidelines in completing my internship study. Her motivation has leaded me to finish this study even though there are certain obstacles and difficulties that I have been through while doing my practical study.

Besides that, I want to extend my appreciation towards my parents and family as they have given a lot of supports in terms of financial and non-financial. Great thanks to the organization that has been chosen which is District Education Office Tenom, communities and friends who are involved either directly or indirectly that help me in wrap this study.

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## **CHAPTER 1**

### **INTRODUCTION OF DISTRICT EDUCATION OFFICE IN TENOM**

#### **1.0 INTRODUCTION**

Chapter 1 will provide a brief introduction of the organisation. On this chapter, further explanation will be discussed on the background of organisation, objectives of the organisation, vision and mission, feature of organisation and the organisation chart figure.

#### **1.1 BACKGROUND OF ORGANIZATION**

PPDT which also known as District Education Office Tenom was established in 1969, the first officer in district education office in Tenom was Mr. Augustine and he held a position as a school supervisor. Initially, this office did not have its own building and only stayed at Tenom District Puspanita's house. In 1972, the office moved and rented the Hall of the Seri Antanom Hall, School Supervisor at that time was Mr. Ibrahim Maarof. He holds the address from 1971 to mid-1973. After that, the School Supervisor was Mr Arifin Badeu and he served from mid-1974.

From 1974 to 1976, Encik Abd Rahman Omar became the School Supervisor and was replaced by Tuan Haji Ismail Tapa from 1976 to 1980, while Mr. Ahamad Safar served as School Supervisor from 1980 to 1982. The longest services as school supervisor were Mr. Ghulam Hussien, from 1982 to compulsory retirement in 1999.

After rented Seri Antanom Hall building, the District Education Office moved and rented Fook Fah's shop building. At that time, Mr Mohd Din Awang was appointed as a School Supervisor until a new officer was appointed.

In 1999 until mid-2003, Mr Kaipin Rosmin was appointed as Tenom District Education Supervisor to replace the status of the School Supervisor. After that, the Tenom District Education Office first received the services of Mrs. Jemira Ekong. She started her services at the Tenom District Education Office from 2000 to 2004. Beginning of 2003, Mr Albert Jonglai Malintau took over as officer at the District Education Office in Tenom. At present, the status of the Tenom District Education Office is changed by the Ministry of Education Malaysia to the Small District Education Office under the Keningau Co-operative Education Office. In the same vein, at the beginning of 2004, the Small District Education Office was authorized as the Center for Dependency (PTJ).

After that, the Ministry of Education changed the name of the Small District Education Office to the Tenom District Education Office by the end of 2004. In the early of 2009, Mr Albert Jonglai Malintau had been transferred to the Sabah State Education Department. Starting in 2009, all District Education Offices have been empowered to administer themselves where all matters are under the responsibility of the respective District Education Office. In April 2009, Mr Ajmal Haji Jumah was appointed as Tenom District Education Officer. Subsequently in 2015, Encik Azlan @ Azalan Dimon was entrusted with the position of Tenom District Education Officer until May 2016. In June 2016, Encik Mohd. Ridhuan Yusof was appointed as District Education Officer in Tenom until now.

## **1.2 VISION**

“Quality of education, Educated Insanity, Prosperous country”

## **1.3 MISSION**

“Preserve a quality education system to develop individual potentials to meet the country's aspirations”

## **1.4 SLOGAN**

“Agreed towards excellence”

## **1.5 CUSTOMER SERVICE CHARTER**

- Customers will be treated with friendly, fair, courteous, honest and sincere.
- Customers will be provided with efficient, accurate and quality services.

## **1.6 OBJECTIVES**

Providing advice to schools and teachers related to:

- Curriculum management
- Co-Curriculum Management
- Student Affairs Management (HEM)

- Implementation of the Academic Program of the Ministry of Education Malaysia (MOE), State Education Department (JPN), District Education Office (PPD)
- Implementation of physical, social, humanitarian and spiritual development programs.

### **1.7 LOGO OF DISTRICT EDUCATION OFFICE IN TENOM**

The regional education office (PPD) was established in 1982. The idea of designing the District Education Office logo was produced over the next ten years. Among other things, this logo contains three elemental combinations of its characters, colours and looks. Each elements provide understanding and meaning that focuses on the responsibilities and roles of District Education Office (PPD) in Malaysia.



Figure 1: Logo of District Education Office in Tenom

- ***Books and tools*** - both of these tools are the main instruments in implementing national education programs
- ***The four lanes and arrows*** - illustrate the integrity of the four main races namely Malay, China, India and other races in playing the role of education excellence. Each PPD has an agreement on upholding education for the well-being of Malaysian citizens.
- ***The moon and the 14th star fracture*** - The symbol depicts 14 states in Malaysia and the religion of Islam as official religion.

### **Colours Meaning**

- ***Old blue***- (striped) every Malaysian citizen should impose a love of science.
- ***Young blue***- (book art) effective education usually begins at a young age or since childhood.
- ***Yellow*** - (Month and Star) of a sovereign Malaysia.

### **Characters Meaning**

- ***PPD***- Regional Education Office
- ***Tenom District Education Office***- described under the logo according to their respective district education office.

## **1.8 ORGANIZATIONAL CHART**

### **1.8.1 DUTIES OF TENOM DISTRICT EDUCATION OFFICER**

Among the duties are:

- Deputy education department at the district level
- Planning of implement physical, social, humanitarian and spiritual development at district level.
- Planning and implement professional programs, to enhance staff efficiency
- Controlling and managing District Education Office (PPD) and school annual financial and expenditure requirements
- Supervise teaching, learning and assessment activities in schools
- Control the discipline and ethics of supervisors, principals, professors, teachers and the Member of Executive Group (AKP).
- Managing, administering the services and welfare of District Education Officers (PPD), Principals and Head Masters (PGB), teachers and Member of Executive Group (AKP).
- Provide professional leadership and guidance to District Education Officers (PPD), Principals and Head Masters (PGB), teachers and Member of Executive Group (AKP).
- Planning and implement programs to improve the effectiveness of teaching and learning processes and academic performance at all levels.
- Chairman of the JK regional curriculum and district subject panel
- Design and implement a sports / co-curriculum / regional program

- Ensure the implementation of the Student Affairs / discipline / moral matters in accordance with the regulations set by the Ministry of Education (MOE) / State Education Department (NRD).

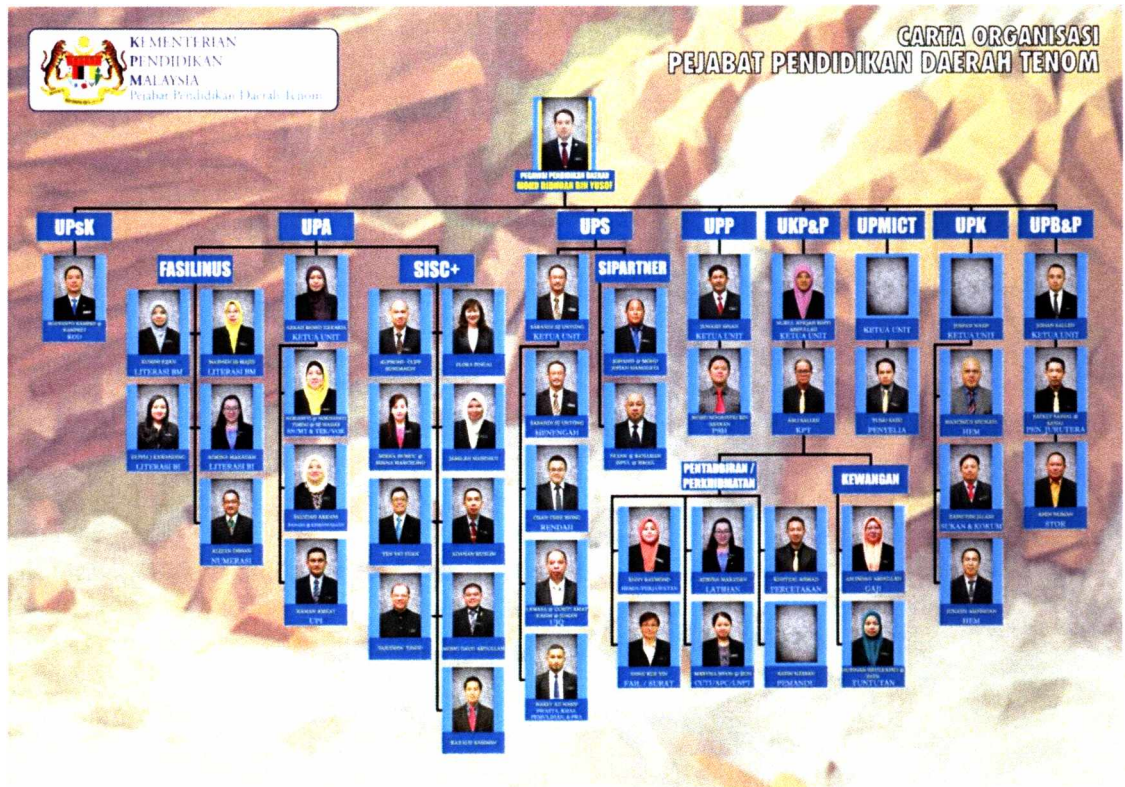
### **1.8.2 THE LIST OF UNITS IN DISTRICT EDUCATION OFFICE IN TENOM**

The following are units within District Education Office in Tenom:

- Academic Unit
- Islamic Academic Unit
- SISC+ Unit
- School Management Unit
- Quality Guarantee Unit
- Sipartner Unit
- Student Affairs Unit
- Cocurriculum Unit
- Sport Unit
- Management Services and Administration Unit
- Development and Proceedings Unit
- Assessment and Examination Unit
- Information and ICT Management
- Phycology and Counselling Unit



### 1.8.3 ORGANIZATION CHART



Updated on 08 November 2017

Figure 2: Organisational Chart in District Education Office Tenom

## **CHAPTER 2**

### **SCHEDULE FOR PRACTICAL TRAINING**

#### **2.0 INTRODUCTION**

This chapter will discuss and summarize the schedule of practical training report in Tenom District Education Office. During the internship, all students are required to do summary on their daily activities in term of brief description of practical training exercise done, details of the project participated and the types of skills obtained. Among of the tasks that had been done such as attending meeting, key-in data in the Microsoft Excel and so on will be discussed in this chapter. Here is a summary of weekly activities done during my internship in Tenom District Education Office starting from week 1 until week 8.

#### **2.1 FIRST WEEK (22 JULY – 27 JULY)**

On the first day of my internship in District Education Office Tenom which is on 22 July 2018 (Monday), I was ordered to report duty on Management Services and Administration Unit. I was put under the supervision of Puan Nurul Atiqah Binti Abdullah, the head in Management Services and Administration Unit. She is the one who gave me briefing about the District Education Office in Tenom (PPDT) and the task that will be assigning to me. The first task given to me is arranged and separated the name of primary school teachers by school using Microsoft excel. The purpose of this task is to make sure the list of primary school teachers are clear and easy to find by school.

The second day which on 24 July 2018, the staff assigned in fax and Photostatting part also guide me on how to use fax machine and Photostat machine. Besides that, as I was sitting at the customer care line services desk, the staff there also teaches me on how to use the organisation phone such as how to answer a call from outside, make an outside and inside call, transfer a call and so on. Moreover, customer care line services become my every day task since my first day at there until my last day practical in District Education Office in Tenom.

On 25<sup>th</sup> July 2018, I was given a task to make an analysis of each staffs attendance in that organisation by referring on the data gained from Electronic Time Card from the Month of May and June. In this task, I arranged it by followed the working time (*WP*) of each staffs such as WP1, WP2 and WP3. Not only that, I also created a form for "*Borang Arahan Perjalanan/Lawatan*" as the old form cannot be use any more. I just need to retype and added a little bit information in that form so that it is clear and easy to understand by those want to use it.

On 26<sup>th</sup> July 2018, my task for today is key in the data for officers and Member of Executive Group (AKP) who have reached 25 years and above of services. Every school in Tenom are required to send the list name of teachers and member of executive group who have reached 25 years and above of services.

On 27<sup>th</sup> July 2018, I was assigned to edit a proposal of "*Anugerah Perkhidmatan Cemerlang 2017*" which also known as Excellent Service Award Ceremony 2017. This program will be held on 10 August 2018 and involving the award's receivers, School Principal, Head Master and the education officers. This program also was organized by all PPD staff and some individuals from outside. My second task is to photostatt the documents regarding this program committee and

distributes it to all staffs in that organisation. After that, my third task is put the letter of “*Surat Penyukatan Saiz Baju&Kasut untuk Pegawai AKP*” in box to each schools involved. This is to inform all the Member of Executive Group (AKP) those who have name come to PPD and give their shoes and clothe size. My last task on this day is sent the received letters to all staffs in District Education Office Tenom (PPDT).

### **2.1.1 WEEK 1 REFLECTION**

In my first week in that organisation, the task such as key in data has exposed me to the real life as a real worker. I have learned on how to keep the data safe and ensure it’s confidentiality. Not only that, my first experience in handling the customer care line services also teaches me a lot on how to deal with the customer so that their satisfaction always become priority of this organisation. Besides that, the new skills such as how to use printer machine and fax machine also one of the best parts of this practical because it may useful for me one day. Not only that, the upcoming event which is “*Excellent Service Award Ceremony 2017*” make me so excited to become one of its members. This experience may be one of the best moments especially for practical student like me. This first week, I try my best to ensure I can suit with the surrounding of this organisation and also try to know name of each staff so that it can make communication easier.

## **2.2 SECOND WEEK (30 JULY 2018 – 3 AUGUST 2018)**

On the first day of this week, 30 July 2018, my task is still in charge in customer care line services for the whole week. Not only that, my supervisor wanted me to join the meeting of “*Pengurusan Staff Pejabat Pendidikan Tenom*” and become the controller of laptop.

The second day which is on 31 July 2018, my supervisor wanted me to compile all the non-organized documents and letters by unit and arranged it in the closet. Besides that, I also emailed the important documents to District Education Office regarding the data for officers and Member of Executive Group (AKP) who have reached 25 years and above of services. After that, my supervisor wanted me to help her in managing the data regarding “*Penyukatan Baju&Kasut untuk Pegawai AKP*”. The last task on that day was photostatting the documents.

On 1 August 2018, my task is to continue compiling all the non-organized documents and letters by unit and arranged it in the closet. After that, I helped Puan Enny Raymond key in data regarded the “*Akuan Penerimaan Naik Pangkat Secara Time-Based Berasaskan Kecemerlangan (TBBK) Gred DG44-Gred DG53 di Kementerian Pendidikan Malaysia*”. Not only that, I also continued my task in helping my supervisor in “*Penyukatan Baju Untuk Pegawai AKP*”, my task was to help the member of executive group measured their shoes and clothes’ size so that we know what size and its amount to order later.

On 2 August 2018, my supervisor wanted me to help Madam Suzianah in preparing the letters for APC (*Anugerah Perkhidmatan Cemerlang 2017*) receivers. Apart from that, I was assigned to distribute the letters regarded this program to each school by putting it in the school box.

On the last day of that week, I was assigned to do the preparation for program “*Akuan Penerimaan Naik Pangkat Secara Time-Based Berasaskan Kecemerlangan (TBBK) Gred DG44-Gred DG53 di Kementerian Pendidikan Malaysia*”. The preparations for that program are in term of tidying up the meeting room and so on. Customer care line service was my additional task everyday while there are nothing tasks to do.

### **2.2.1 WEEK 2 REFLECTION**

The moment such as being involved in real meeting with real workers has exposed me on how the real meeting is at this organization. Not only that, I got a little bit knowing regarded the time-based promotion in the organisation. One day, it may be useful especially for practical student like me. Apart from that, my second week in handled the customer care line services has make me more brave to speak with the customer and answer their questions. The task such as managing the compelling cloths and shoes for Member of Executive Group have helped me in term of my communication and how to give the good services to them.

### **2.3 THIRD WEEK (6 AUGUST 2018 – 10 AUGUST 2018)**

On the first day of this week, 6 August 2018, my task was handling the customer care line service while waiting for any other tasks from my supervisor. For your information, handled in customer line services is my everyday task especially when there is nothing task given. My second task on that day was joined the meeting for “*Penyediaan Majlis Anugerah Perkhidmatan Cemerlang 2017*”. My supervisor

wanted me to handle the laptop and set up any changes needed in the tentative and committee members for that event. All the committees need to give report regarded the tasks they have assigned in that event.

The second and third day of this week, which is on 7 August and 8 August, my task was to calculate how much the amounts of bookings needed for member of executive groups (AKP) clothes and shoes. I need to separate it by gender and calculated the amount one by one to ensure there no mistaken in booking happens later. The members of executive group are consisting of Lab Assistant and Operation Assistant. My second task in 7 August is remaking the "*Borang Pelancongan Sekolah*", "*Surat Pelancongan Sekolah*" and "*Surat Pelantikan Ketua Rombongan*". After that, my task is make a guide letter on how to fill out the "*Borang Pelancongan Sekolah*" as the officer of District Education Office wanted me to do so. On 8 August, my second task was given by my supervisor is making an analysis of staff attendance for July.

On 9 August 2018, my task was to join all the committees do preparing for "*Anugerah Perkhidmatan Cemerlang 2017*" event. The preparations in term of tidying up the hall used by attached the sticker number and put coatings to the chairs, decorated the stage and many more. In the evening, all the committees and award recipients involved with rehearsal for that event.

On 10 August 2018, it is the day for the event takes place. My tasks in this event were in charge of registration and certificate for the award recipients. The recipients consist of some staffs from district education offices and teachers from primary and secondary schools in Tenom. The event started from 7am to 11pm. There

#### **4. 4<sup>TH</sup> WEEK (13 AUGUST 2018 – 17 AUGUST 2018)**

The first day of this week, my tasks are handle customer care line services, photostatting a documents/letters, fax letters and sent letters to all staffs in that organisation.

On second day of this week, my supervisor wanted me to do final checking of "*Penyukatan Baju dan Kasut Untuk Pegawai AKP*". My task is just calculated the amounts based on the size so that we know how much the amount bookings needed by size. There are some of the members of executive group that do not cooperate with us as they did not come to measure their size even though the due date already reached. But, my supervisor take excellence ways which are contacted the workers and forced them to come to measure their clothes and shoes size. Finally, the problems can be solved and all the progress in this task running smoothly.

On the third, fourth and fifth day of that week, my tasks were the common task such as recording the letter, customer care line services, sent letter to the all staff in that organization and continue on checking the "*Buku Perkhidmatan Pekerja*".

##### **2.4.1 WEEK 4 REFLECTION**

On this week, I realized that we need to more be careful and patience in our job especially when I was doing my final checking of amount booking needed for cloths and shoes for member of executive member (AKP). It is because any mistakes in the bookings will affect the workers satisfaction toward services in that organisation. Even though there are some workers not giving their cooperation when we asked them for coming to measure cloths and shoes before the due date, finally the final



results can be achieved as my supervisor forced them. In this week also, I have been assigned a new task which is checking the "*Buku Khidmat Pekerja*" for each teachers and AKPs in Tenom at files room. As we know, "*Buku Khidmat Pekerja*" is confidential as it mentioned about salary and promotion of that's workers. Not only that, my supervisor also gave me the data of all teachers and AKPs in Tenom. In doing this task, my supervisor keep remaining me to not show the books to anyone else. From that, I realized that integrity is very important in worker's life. The third task that taught me is record letter. This task increased my skill in Excel.

## **5. 5<sup>TH</sup> WEEK (20 AUGUST 2018 – 24 AUGUST 2018)**

My tasks for the whole week from 20 August 2018 to 24 August 2018 was record the received letters in files, key- in the data of received letters to the Microsoft Excel, photostatting letters and documents, sent letters to all staffs in District Education Office Tenom (PPDT) and sent letter to endorse to the assistant officer as the officer take leaves.

### **2.5.1 WEEK 5 REFLECTION**

I have improved my skills in this week especially in recording the incoming letters. This week is not so busy because of school holiday and many staffs in that organisation take leaves.

## **6. 6<sup>TH</sup> WEEK (27 AUGUST 2018 – 31 AUGUST 2018)**

On the first, second and third day of this week, which is 27<sup>th</sup> August, 28<sup>th</sup> August and 29<sup>th</sup> August 2018, my tasks was record received letters in files, copied letters and documents and sent letter to endorse to the assistant officer as the officer take leaves. But on the third day of this week, I started my tasks on Checking and compiling the “*Buku Perkhidmatan Kerajaan*” for teachers and member of executive group (AKP) for each primary school in Tenom. My task was checked on their book whether still exist or already gone and key-in when the last year they updated the book. After checking on that, I need to organize the books on the locker by following the school.

On 30 August 2018, my tasks are still same as the day before. But, on that day I was assigned to distribute the PPD T-Shirts and corporate clothes to all staffs in Administration Unit. Not only that, one of the staff there want me update the new number for intercom and distributes it to the all staffs in that organisation. My last task on that day was helped the Financial Unit in compiling the vouchers of KBK, PKK and others vouchers for the purpose of internal audit (30 August 2018 – 31 August 2018). In this task, we need to organize all the vouchers by following the year from 2017 to 2018.

### **2.6.1 WEEK 6 REFLECTION**

During this week, the task that I have experienced such as helped the Financial Unit in compiling the vouchers of KBK, PKK and others vouchers was the challenging task as we need to organized the vouchers by year and put it on the box. Sometimes, we got problems in this tasks as there are too much idle papers and we need to looked at

it one by one. The other task I learned in this week is when I distributed the clothes to all staffs in Administration Unit. Even though it's just a small task, but I appreciated the moment.

### **7. 7<sup>TH</sup> WEEK (3 SEPTEMBER 2018 - 8 SEPTEMBER 2018)**

On the first day of this week, my task was in charged in registration part in "*Taklimat Keselamatan dan Pengurusan Ujian Penilaian Sekolah Rendah (UPSR) Bersama Ketua Pengawas & Timbalan Ketua Pengawas 2018*" at SJKC Tsi Sin, Tenom. The purpose of this program is to inform them regarding the terms and condition in UPSR.

The second day of this week which is on 4 September 2018, my first task was check, arrange and make remarks of "*Buku Perkhidmatan Kerajaan*" for teachers and the member of executive groups (AKP) for each primary school in Tenom. The second task on that day is distributes letters to each school by put it in the school box. Apart from that, my supervisor wanted me to lead the new practical student on how to handle in Customer Care line Services, Photostatting, and faxing letters. Like the other days, my last task is distributes letter to the all staffs in that organisation.

On the third day of this week, my tasks are still on checking, arranged and compiling the "*Buku Perkhidmatan Kerajaan*" for teachers and member of executive group (AKP) for each primary school in Tenom.

On 6 September 2019, all the staffs in that office involved in "*Perarakan Hari Kebangsaan Peringkat Daerah Tenom 2018*" organized by District Office Tenom. This program started from 7.30 am until 11.30 am and involving the department such as *Jabatan Air Tenom, Jabatan Pertanian Tenom, PDRM Tenom, Jabatan Bomba*

*Tenom, PBSM, Persatuan Taekwondo Tenom*, some of primary and secondary school in Tenom and many more. After join the program, we go back to PPD and continued work as usual. I also continued my task in checked, arranged and make remarks of “*Buku Perkhidmatan Kerajaan*” for teachers and the member of executive groups (AKP) for each primary school in Tenom.

On 7 and 8 September 2018, some of staffs in PPD includes me and the new practical student was joined the trip to SK Kolorok and SK Rundum. This program was organized by Dato Jamawi Jaafar as the name of this program is “Program XPDC Rundum Bersama YB JJ”. There are many parties from the other organisations joined together in this program and we are represented as a staff from PPDT. On 7 September 2018, all the committees in this program going to SK Kolorok to join the “*Majlis Perasmian Kem Kecemerlangan UPSR*” started from 9.00AM until 1.00PM. After that, we continued our trip to Rundum and it takes 3 hours for us to get there. Only nine of PPD staffs including two practical students were chosen to joined 2 days 1 night program in Rundum. Joined this trip was one of the best moment in my life because there are too many activities was held such as BBQ night with YB JJ, XPDC Rundum and many more that make us closer with Dato’ Jamawi Jaafar (*Wakil rakyat Kemabong*).

### **2.7.1 WEEK 7 REFLECTION**

During this week, the most important thing I learned is from the program “*Taklimat Keselamatan dan Pengurusan Ujian Penilaian Sekolah Rendah (UPSR) Bersama Ketua Pengawas & Timbalan Ketua Pengawas 2018*”, the program gave me a little bit of knowledge on how to manage UPSR. My communication with all the chief

invigilator and all the teachers involves also improves as I need to answer all their questions during the registration. Apart from that, one of the best moments for me is when I joined the program “*Perarakan Hari Kebangsaan Peringkat Daerah Tenom 2018*”, as I can meet with new peoples from different places. Besides that, I got a lot of experiences from the program that we have joined which is “*Program XPDC Rundum Bersama YB JJ*”. This program was so exciting especially for practical student like me.

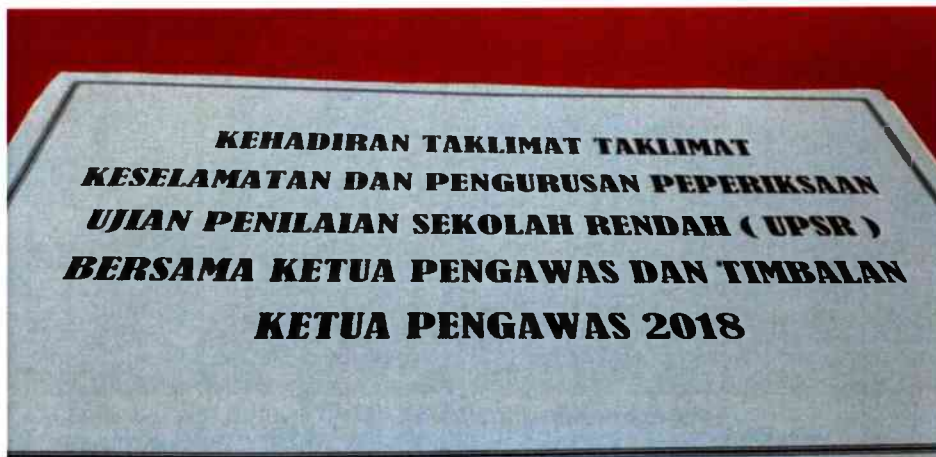


Figure 4: UPSR' Program



Figure 5: *Perarakan Hari Kebangsaan 2018 I*



Figure 6: Perarakan Hari Kebangsaan 2018 2



Figure 7: XPDC Rundum at SK Kolorok

## **8. 8<sup>TH</sup> WEEK (12 SEPTEMBER 2018 – 14 SEPTEMBER 2018)**

This week is my last week as a practical student in this organisation. There are only three days of working in this week, as the day after 14 September which is 15 and 16 September the holiday of *Hari Malaysia*. In three days in this week, my task are handling customer care line service, Photostatting documents, record letter distributes letters to each school by put it in the box, sent letters to all staffs continue in checking and make remarks of “*Buku Perkhidmatan Kerajaan*” for teachers and the member of executive groups (AKP) for each primary school in Tenom, make the analysis of staff attendance in Tenom District Education Office (PPDT) for the month of August and key in data of “*senarai guru sandaran*” for the month of July-September. On my last day of my practical in that organisation which is on 14 September, all the PPD staff is involved in my farewell party.

### **2.7.1 WEEK 8 REFLECTION**

During this week, my supervisor just gave the common task for me as she knew this is my last week as a practical student in that organisation. The most memorable event for me in this week is on my farewell party which is on the last day of my internship there. I am so grateful and feeling blessed as thing such this is rarely happened in my life. All the moments in this organization will always in my mind.



Figure 8: Farewell Party



Figure 9: *Buku Perkhidmatan Kerajaan*



## **CHAPTER 3**

### **ANALYSIS OF THE TASK**

#### **3.0 INTRODUCTION**

This chapter provides analysis on task that has been carried out in Chapter 2. The tasks would be further explained in terms of concept public relations, even management, demonstration of practical and the theoretical aspect that be relates with all concepts that have been learned in classroom and being practice at the workplace.

#### **3.1 TASK ANALYSIS**

I have done several types of tasks such as public relations specifically on the event management, filing tasks and et cetera as discussed in chapter 2 during the eight weeks of my practical training,. In this chapter, I will focus more on the task which is public relations. I have been assigned to few of public relations works especially regarding on the event management. The event that I am going to further discuss in this chapter is about the Excellent Services Award Ceremony 2017 which also known in Malay as “*Majlis Anugerah Perkhidmatan Cemerlang 2017*”.

#### **3.2 INTRODUCTION TO THE PUBLIC RELATIONS**

Public relations (PR) are the way of organisations, companies and individuals communicate with the public and media. A public relation specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. Public

relations also refers to the leadership and management function that helps achieve organizational objectives, define philosophy and facilitate organizational change. Examples include press releases, newsletters, public appearances and et cetera as well as utilisation of the World Wide Web.

### **3.3 PUBLIC RELATIONS PRACTITIONERS'**

Public relations practitioners use a wide range of media to build and sustain good relationships between the employing organisation and its clients through planned publicity campaigns and PR activities. They give out information for newspaper items, magazine articles and news spots so that the public are made aware of that employer's projects and accomplishments. Their work also entails arranging and conducting public contact campaigns which may include setting up speaking engagements, writing and producing presentations, press releases and speeches, speaking for employers at community functions, planning company conferences, analysing media coverage and managing fund-raising drives.

### 3.4 EVENT AND PROJECT MANAGEMENT IN PUBLIC RELATION

Event management is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. As what I have learned before in the classroom on Public Relation subject (PRO452), there are four main phases which is Project Life Cycle that must be applied with each strategy, and decision-makers must understand the purpose of each phase before implement a project.

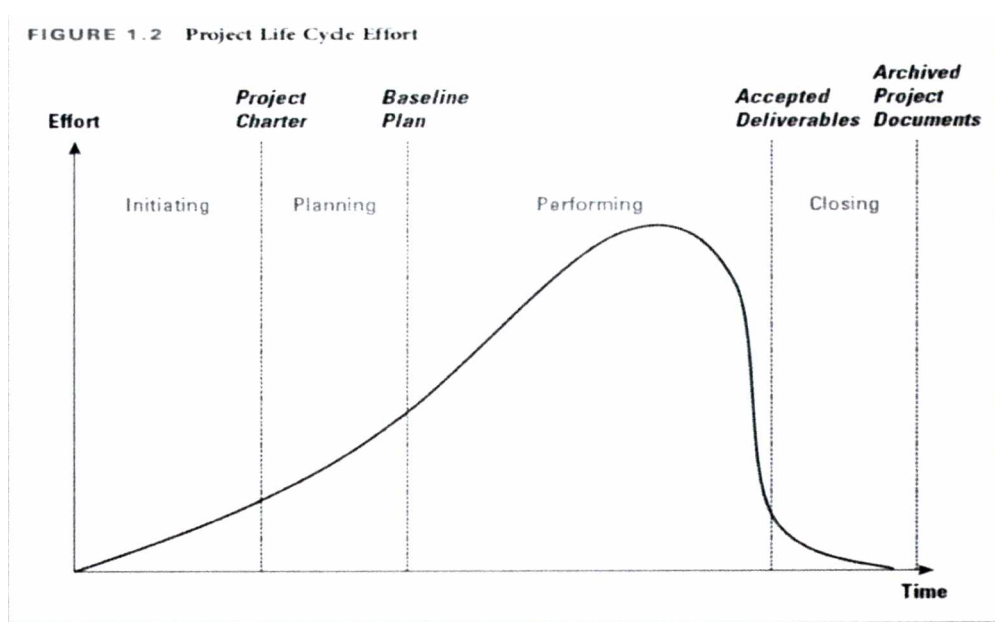


Figure 10: Project Life Cycle (J. Westland, 2007)

### **3.4.1 Initiating Phase**

In this phase, the main task is to identify need, problem and opportunity of the upcoming event. Once it has been identified, the people-in-charge need to determine whether to select the project or not. A project charter also need to be developed that consist of rationale of the project, develop the objectives of the project, the expected benefits and general requirements and condition for implementing the project. In summary, it is a formalization of the project's core idea (J Westland, 2007).

### **3.4.2 Planning**

This phase shows how the project scope will be accomplished. The baseline need to be developed in this phase such ash what needs to be done, how it will get done (tasks and activities), who will do it (resources and responsibilities), how long the project will take (durations and schedule of the project), how much it will cost (budget) and what the risks are (J Westland, 2007)

### **3.4.3 Performing Phase**

This third phase will focus on the accomplishing project objectives. Among the tasks need to be done in this phase are adding more resources if needed, monitor and control progress, take corrective action needed, manage and control changes and finally achieve customer satisfaction with acceptance of deliverable (J Westland, 2007)

#### **3.4.4 Closing Phase**

No matter how many phases there are in a project, the closing stage is always the last. The phase involves two elements. The first of these is making a report that details how the project ran over the previous three phases. The report will analyse the project's initial goals compared to its current state and identify any problems encountered along the way and what steps were taken to address these problems. The second element of this phase is the project review, which is the project team meeting where team members can put in their own input regarding the project's implementation (J Westland, 2007).

### **3.5 EXCELLENT SERVICE AWARD CEREMONY 2017**

The Excellent Service Award is any awards that seek to reward and recognize individuals who excel in serving clients whether in private organisations (Customer Services) or public organisations (Public Services). The main purpose for this program is to reward some teachers who have given the best services in the year of 2017. It is called "*Majlis Anugerah Perkhidmatan Cemerlang*" or in the short form APC event because it is a program that encourage the recipients to be more intelligent in the delivering their services in term of education purpose, it is also to encourage the recipient to offer their best services at any time and any place for the purpose of academic. The recipients are from primary and secondary school in Tenom and some staffs from the District Education Office Tenom. This event a the must have event that should be held every year and organized by the district education under the Ministry of Education Malaysia and the entire awards recipient are chosen by looking at their performances. Not only that, all the awards' recipient will be provided with

certificates and incentives for the excellence services that they gave. This event takes place on 10 August 2018 and only one day program, the progress and planning to make it happens is two weeks before. This event was held at SK Chung Hwa Hall, Tenom Sabah.

For the progress of this event, I will explain and discuss by relate it with the Project Life Cycle:

### **3.5.1 Initiating Phase**

During the first of these phases, the initiation phase, the Excellent Service Awards Ceremony objective or need is identified which is to give award to the teachers for their excellence service. This can be the organisation problem or opportunity. An appropriate response to the need is documented in a business case with recommended solution options. A feasibility study is conducted to investigate whether each option addresses the project objective and a final recommended solution is determined for that event.

Once the recommended solution is approved, a project is initiated to deliver the approved solution and a project manager for the event is appointed. The major deliverables and the participating work groups are identified, and the project team begins to take shape by following what the task that has been assigned to them. Approval is then sought by the project manager to move onto the detailed planning phase so that any problems regarding the planning for that event can be overcome.

### **3.5.2 Planning Phase**

The next phase, the planning phase, is where the project solution is further developed in as much detail as possible and the steps necessary to meet the project's objective are planned. In this step, all the committees for that program need to identify all of the work to be done by them. The project's tasks and resource requirements are. Once the project team has identified the work, prepared the schedule, and estimated the costs, the three fundamental components of the planning process are complete. This is an excellent time to identify and try to deal with anything that might pose a threat to the successful completion of the project. This is called risk management. In risk management, "high-threat" potential problems are identified along with the action that is to be taken on each high-threat potential problem, either to reduce the probability that the problem will occur or to reduce the impact on the project if it does occur.

As for Excellent Service Award Ceremony event (APC 2017), there were a lot of tasks that has been assigned to me. The first task that has been assigned for me on the planning phase was editing the proposal in term of tentative and the name of the committees for that program. As my supervisor one of the important person in this event, she wanted me to help her to editing the proposal and make sure all the staffs in PPD have their own tasks for that program. During the meeting for this event, I was assigned to show this proposal to all staffs including the Education Officer (Mr Mohd Ridhuan Yusoff) so that they know what task need to be done by them before the event can be performed. After that all the staffs knew what their tasks in make sure the event can be performed well, my supervisor wanted me to help Madam Suzianah in reaching and keeping the award recipients informed on the date and venue for the upcoming event and confirmation of their presence need to be assured. This is my second task in baseline plan. The baseline plan that I have developed consist on what

needs to be done to reach the participant, how to contact them and to know what the risks are.

The first baseline on what need to be done and keep them inform by getting the recipient's information such as from which school their teaching, primary or secondary school. checked all the recipient's name and identification number are correct and ensure there are no missing name. We need to check on the awards recipients to avoid any problems in certificate part later.

Secondly, once their information has been checked, all the recipients need to be informed by sending the announcement letter to the recipient's school. As this is confidential until the day of that ceremony, we sent the announcement letters by use the headmaster and principal's name. so that they can informed regarding this ceremony to the award recipients. In that letter, we informed them regarding the venue, the dress code for that event and the time and date of rehearsal, the time and date of the ceremony that will be held soon. Their confirmation letter to attend this ceremony also needs to be sent back at PPD at least four days before the ceremony. It is because, their confirmation need to be assured to ensure all the process of presentation of APC's certificates running smoothly, their presence is really important. Not only that, the presence of headmasters and principals for each school in Tenom also important for this ceremony as this is the big program being held in education.

Thirdly, once the recipients have been informed, whether they able to attend the program or not is a risk that need to be take into account immediately. There were some of the recipient could not attend this ceremony due to time constraint, and there is also teacher that already exchange to another school in Sabah. Since their presence



is important, those who could not manage to come also need to be informed to collect their certificates in PPD at a date later.

The other task that has been assigned for me in that program is in-charged in registration part. So before the ceremony being held, I need to prepared the list name of the award recipients, headmaster and principal names and all the persons involved in that program. My tasks is easy as I need to cut each of the recipient's name following their seat number so that during the day of that ceremony, they just need to sign their name and sit in accordance to the number that has been given to them.

### **3.5.3 Performing Phase**

During the third phase, the implementation phase, the project plan is put into motion and the work of the project is performed. It is important to maintain control and communicate as needed during implementation. Progress is continuously monitored and appropriate adjustments are made and recorded as variances from the original plan. Performing phase is occurs during the ceremony. The ceremony is held on 10 August 2018 (Friday). During this ceremony, there are two tasks that have been assigned for me which in-charge in registration part and organized of recipient's certificates part. The task such handled in registration part was a very challenging task as I need to deal with all the award recipients, head masters and school principals.

Status reports should always emphasize the anticipated end point in terms of cost, schedule, and quality of deliverables. Each project deliverable produced should be reviewed for quality and measured against the acceptance criteria. Once all of the

deliverables have been produced and the customer has accepted the final solution, the project is ready for closure.

#### **3.5.4 Closing Phase**

Closing phase take place after the program ended. The closing phase in project life cycle consists of task such as recognize and evaluate staff (done by my supervisor as the head of project), document lesson learned, achieve project documents and record lesson learned. The evaluations of staff need to be done after the program. It is important so that the management team able to recognize which employees can handle the program effectively and can reward them or they can be choose to manage and handle the next program. Every circumstances or problems that happened during the program need to be documented and archived so that in the next event or program, in the event of emergency or any problems that happened before, it can overcome and can be handle effectively. Apart from that, pictures during the event also need to be documented as reference and can be attached on the report for this event.



Figure 11 : Anugerah Perkhidmatan Cemerlang 2017 1



Figure 12: Anugerah Perkhidmatan Cemerlang 2017 2



Figure 13: Anugerah Perkhidmatan Cemerlang 2017 3

## **CHAPTER 4**

### **RECOMMENDATION**

#### **4.0 INTRODUCTION**

Chapter 4 will provide the strengths and weaknesses of the task discussed in chapter 3 which is on Excellence Service Awards Ceremony 2017 during training. In this chapter, the recommendation on how to improve the weaknesses will be pointed out. Section 4.1 will explained about the strength of the event and section 4.2 on the weaknesses. As the strengths and weaknesses have been discussed, recommendation to overcome the issue will be explained in section 4.3. This chapter will contain my personal comment, issues that needs to be addressed and propose recommendations if necessary as long as they do not affect the reputation of District Education in Tenom.

#### **4.1 STRENGHTS OF THE PROGRAM**

Strength factors during the program were identified from the internal and external. It serves to pinpoint the strength and weaknesses of the program such as resources, capabilities, distinctive competencies and competitive advantage. It helps the organizer to achieve superior efficiency, quality and responsiveness to the all parties during the program. By knowing the strength, it can lead to the superior performance in many aspects whereas by knowing the weaknesses, it can improve the performance from interior to superior performance of the program or any event that was held by the organization.

#### **4.1.1 Good relationship with other organisations**

One of the strength of District education office in Tenom is has a good relationship with other organization such as the relationship with the supplier, tender and so on. A good relationship with other organisations will helps this organisation especially when need to deal with the tender for food, or any order supplier for the purpose of program. In this event, for the booking for the foods, chairs' cloths and so on, the committees in-charged is easy to find the supplier and catering because of the good relationship that this organisation have with other organisation. Thus, there is much strength other than this, but this one is one that I have noticed early.

#### **4.2 WEAKNESSES OF THE PROGRAM**

As a practical student I am obligated to pinpoint issues that can affect the level of performance in District Education Office in Tenom. The condition for this is to not give away company secrets and affect the reputation of the department negatively. 8 weeks is not enough to cover every single issue in detail and it does not reflect the overall annual job performances. Therefore, it is important for readers to note that what has been written here is solely based on my observation during the limited time.

##### **4.2.1 Some of the staffs did not really care about their tasks**

One of the weaknesses occurred during the program was on the attitude of some staffs that not really care on their tasks. From my observation during the program, there are some committee members who not really take serious on their task seriously. For example in registration part, there are three committees who have been assigned to in-

charged, and I am one of them. We already have been reminded by the event manager to come before 7.00am, but two of the committees came late which is on 8.00AM and I am the only one who was in-charged in that part. They only come when half of the recipient registered. This is not good especially when the big event like this program being held because it's can give impact to the organisation reputation and disturb the progress of the program. Hence, they need to avoid the problem such this to ensure all the planning running smoothly.

#### **4.2.2 Poor management**

Besides, even though the progress on that event running smoothly, but I noticed some problems on their management while handling the program. Poor management in managing the event also one of the weaknesses that needs to be addressed. The event was supposed to be started in 7.00pm but because of some technical problem, the event started in 7.15am, the award recipients are being asked to come to the hall before 7.00AM and the problems make them waiting too long before they can register their presence in that program. Not only that, regarding some of the workers does not really care about their tasks, it leads to the others problem that can give impacts on the reputations of the organisation. It also gave impacts on the recipients' perceptions toward district education's management.

### **4.3 RECOMMENDATIONS ON HOW TO SOLVE THE PROBLEMS**

#### **4.3.1 Enhance teamwork**

One of the suggestions on how to solve the problem regarding the staff attitude is enhancing the teamwork among them. Enhancing team work is very important especially during the big event such APC being held. Teamwork can be enhance by encourage the workers with motivation. There are several ways can be taken to enhance the teamwork among the committees. First, the project manager need to lead all the committee by examples, this can helps the committee clearly understand on their task. Not only that, teamwork also can be enhance by build-up trust and respects among the committee, it will make them easy to work together and the tasks can be done smoothly. Last but not least, the project manager also need to clearly outline roles and responsibilities of the committees, it will make them know and understand what need to be done during the workers and avoid any confusing regarding their tasks.

#### **4.3.2 Improve the management**

As the weakness of this program is poor in term of their management, my suggestion is on how to improve their management especially when the big event being held. First, the committees need to ensure the entire requirements for that event have been fully prepared to avoid any problem and to make sure the event running smoothly. After that, any committee in-charged need to checking on the committees whether they are doing their tasks or not, it will make the committees doing their task carefully. Thus, there are many others ways to improves management for this event.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.0 INTRODUCTION**

Chapter 5 provide the conclusion on the practical training report. It is the summary of discussion of each chapter in the report by focusing on the main point of the chapter. Section 5.1 will emphasize on the summary for each chapters that have been discussed previously.

#### **5.1 CHAPTER SUMMARY**

First and foremost, the chapter 1 in this practical report is discussed on the introduction of District Education Office in Tenom. It is divided into few parts that consist of background of the organisation, the objectives, vision, mission, slogan, customer services charter, objectives, the logo, and the organisational chart. This chapter provides a little bit information about the organization that has been chosen by student in doing their practical training.

On the second chapter, it explained about the schedule for practical training from the first week (23 July 2018) until week eight (14 September 2018) and also be further discussed together with the reflection of every weeks. Discussion about the schedule of practical training is very important as its help the student to more understand of their tasks and gave a further explanation on every task that has been given to them. Hence, a brief explanation on the practical training schedule by weeks and days shows how much the student understand about the tasks done. The reflection made by the end of each week able to highlighted the most important task and event occurred during the week.



The third chapter in this report are discussed on the analysis of training specifically focuses on one area of task as covered in the practical training. This chapter also reflect a definition of concept. Not only that, it is also demonstration of practical and theoretical aspects as how student relates all concept learned in classroom at workplaces and how student transforms knowledge gained at workplace to reinforce understanding on the concepts learned in classroom. On this chapter, I focused on the event or program management that related to the public management which is the Excellent Services Award Ceremony 2017 or called as “*Majlis Anugerah Perkhidmatan Cemerlang 2017*” in Malay language and relates it with what I have learned before in the classroom which is Project Management subject (ADS512). This chapter also gave analysis regarding to what I have experienced during the training in managing a program.

Last but not least, the fourth chapter in this practical report discussed on the recommendation for the organisation in term of the strengths and weaknesses of the Excellent Services Award Ceremony 2017.

The 8 weeks spent in District Education Office Tenom (PPDT) has been a unique experience to the trainee. It was an eye-opener to how real world tasks are deal with and the exposure to both on-field and office work was a welcoming practice. Being in different units throughout the practicum course manages to teach the trainee different management skills, hard and soft skills that cannot be learned in class rooms. Through practical training, has gain an exposure to systematic work coordination in an environment that is conducive coupled with friendly staff that are always there to help.

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