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**PRACTICAL TRAINING REPORT
ADS666**

**SABAH FORESTRY DEPARTMENT
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THE DECLARATION

Declaration

I hereby declare that the work contained in this report practical training is original and my own except those duly identified and recognized. If I later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed.



NOORZIAH BINTI BIGU

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I am truly grateful to my beloved God, Allah the Almighty for always giving me the inspiration and motivation in life to be the better person and to pursue my study successfully. Also, may Allah gives the reward and bless to all people as I mentioned as below.

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Amin.

Million Thanks to All of You & Warm Regards.

CLEARANCE FOR SUBMISSION OF THE PRACTICAL REPORT BY THE SUPERVISOR

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

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Date:

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CHAPTER 1

INTRODUCTION OF THE ORGANIZATION

1.0 Introduction

1.1 Sabah Forestry Department (SFD) Background

The establishment of The Forestry Department was originally formed in 1914 even though it has been proposed as early as 1883. The laws on forestry were modified in 1916 with the introduction of Ordinance No. 11 of 1916 'Timber and Jungle Produce' which defined for the first time the idea of 'forest reserve'. The first forest reserve in Sabah was Tuaran Timber Reserve which was gazetted on 6/4/1920. The oldest existing forest reserve is the Gomantong FR in the Lower Kinabatangan Floodplain. It was gazetted on 1st Oct 1925. In 1930, there were about 30,066.8 ha of forest reserves and communal forests, approximately 0.37% of the total area of Sabah. During those times, the main purposes to gazette forest reserves were mainly for:

- a) protection from timber exploitation,
- b) preservation of natural forest types (for e.g. mangroves),
- c) protection against soil erosion, and
- d) water catchments.

Forests which intended for timber extraction including mangroves were called 'licensed areas'. After the Second World War, the first steps were taken towards a complete forest inventory and forest classification. In 1948, the Forest Policy, which the improvement to the Forest Ordinance of 1936, was officially accepted by the Government and after that, forest reserves classified internally into 4 classes of forest reserves, namely Class 1 (Protection), Class 2 (Commercial), Class 3 (Domestic) and Class 4 (Amenity) within the Forestry Department by 1949. Thus, licensed areas or concessions were also regarded as forest reserves although internally classified as commercial production forests.

In the 1950s, forest inventory using interpretation of aerial photographs began. This was in preparation for a state-wide forest inventory which started in 1969 and was completed in 1972. However, during this time (1950s--pre-1972), the increasing use of remote sensing led to better planning of access routes to timber resources. It was during this time that logging became mechanised with the use of chainsaws and tractors. These technologies resulted in a rapid pace of de-reservation of the gazetted, preliminary notified and proposed forest reserves. Similarly, due to the internal classification scheme, forest reserve classes were also changed rapidly, for example from Class 1 to Class 2 (for timber extraction).

After the completion of a state-wide forest inventory in 1972, the inventory maps produced clearly showed for the first time the availability of timber resources throughout the state. Therefore, these 'treasure' maps proved to be the catalyst for the timber industry, leading to rapid rate of logging that in 1979, the royalties collected from the timber industry amounted to some RM1.1 billion. Meanwhile, the rapid pace of de-reservation of forest reserves continued and was almost routine in the 1970s and early 1980s that the Forestry Department proposed to put an end to this problem. A new set of forest reserves was needed together with amendments to certain clauses of the Forest Enactment to ensure that there would be no further unnecessary de-reservation of established forest reserves.

Thus, in March 14, 1984, the State Government for the first time make a move breaking over 30 years of tradition, regazetted all existing forest reserves and gazetted new ones to include classes of forest. This meant that even the classes of forest reserves were constituted for example 'Silabukan Forest Reserve' became 'Silabukan Forest Reserve, Class 1 Protection Forest'. This excellent progress meant that forest reserves could not be reclassified within the forestry department anymore. Any changes to the classification of forest reserves after 1984, especially changes to Class 2 Commercial forest reserves, had to obtain the approval of the State Cabinet and the Governor of Sabah.

Obviously, this process is very time-consuming and, indeed up to the present, has discouraged attempts for reclassification.

1.2 Vision

The vision of Sabah Forest Department is towards the realization of sustainable forest management

1.3 Mission

The mission is to effectively and efficiently plan and implement the management of the State's forest resources in accordance with the principle of Sustainable Forest Management.

1.4 Objectives

Among the objectives of Sabah Forestry Department were as following:

- 1) to ensure that the management and development of Sabah's forest reserves are in accordance with the principles of Sustainable Forest Management.
- 2) to optimise the utilisation of forest resources in order to sustain socio-economic benefits to the state.
- 3) to ensure that the development of forest industry corresponds with the long term productive capacity of the state's resources.
- 4) to ensure sufficient trained manpower and expertise to implement Sustainable Forest Management efficiently and professionally.
- 5) to intensify the Research and Development program and efforts toward the development and implementation of Sustainable Forest Management.

- 6) to conserve sufficient natural forest areas for the protection and maintenance of the environment, water resources, soils and biodiversity.
- 7) to enhance enforcement strategies to safeguard the forest resources.
- 8) to increase public awareness on the importance of forests and Sustainable Forest Management.
- 9) to ensure that sufficient financial resource, technology and logistical supports are available for the implementation of Sustainable Forest Management.
- 10) to promote the rehabilitation of natural forests and the establishment of forest plantations.

1.5 Policy of Sabah Forest Department

Sabah Forestry policy is to cater for the needs of all stakeholders in Sabah, and is in conformity with the internationally accepted practices of Sustainable Forest Management and development. The goal of this policy is to achieve sustainable management of the State's forest resources. The strategies, as adopted in 2005, to achieve this goal are as follows:

- a) to declare sufficient land that is strategically located throughout Sabah as Permanent Forest Reserves in accordance with the concept of rational land use.
- b) to manage the Permanent Forest Reserves so as to maximise social, economic and environmental benefits for the State and its people in accordance with the principles of Sustainable Forest Management.
- c) to pursue forest development programmes through forest conservation and rehabilitation operations in accordance with approved

silvicultural practices to optimise productivity of the Permanent Forest Reserves.

d) to ensure proper utilisation of forest resources from land that is not classified as Permanent Forest Reserves through careful planning and in co-operation with land development agencies before the said land is alienated in order to maximise the returns for the people by means of suitable harvesting and processing methods.

e) to promote efficient harvesting and utilisation of all types of forests and to stimulate the development of appropriate forest-based industries so as to maximise resource utilisation create employment opportunities and generate foreign exchange earnings.

f) to encourage the development of trade in forest products.

1.6 The Core Business

The core business of Sabah Forest Department focused by the Quality Management Department (QMD) are:

- i) Forest Quality System Strategy Plan,
- ii) Forest Quality Management System,
- iii) Quality System Monitoring and Evaluation, and
- iv) Forest Occupational Safety.

1.7 Organization Structure

1) Headquarter

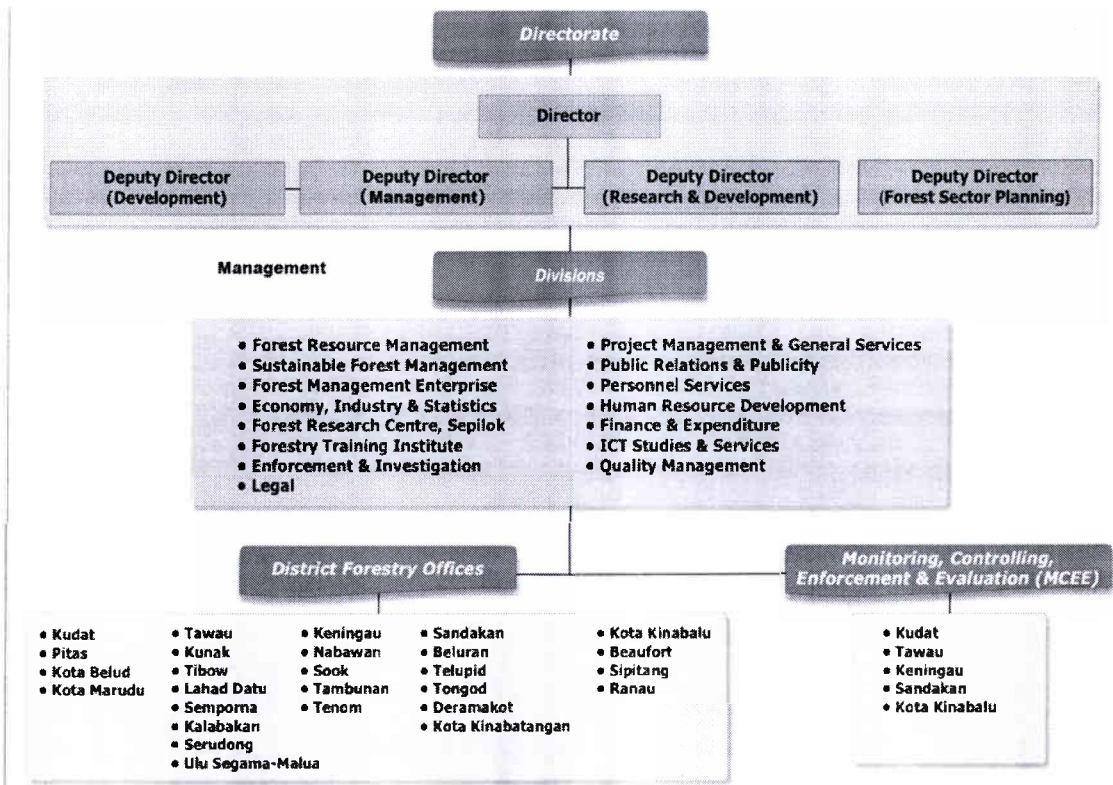


Figure 1.0

2) Bahagian Khidmat Pengurusan Personnel

Figure 2.0

1.8 Logo and Flag

Logo



Figure 3.0

Symbol	Meaning
Three Sabah maps	Represent the forests as a natural heritage and the backbone for Sabah's economy, for the past, present and future.
Roof and fence structure	Symbolise the total commitment of the Forestry Department as custodian of the forests, which subscribes fully to the principles of Sustainable Forest Management.
Circle and golden line	Symbolise the importance of forest ecosystem integrity for the protection of the environment and biodiversity.

Flag

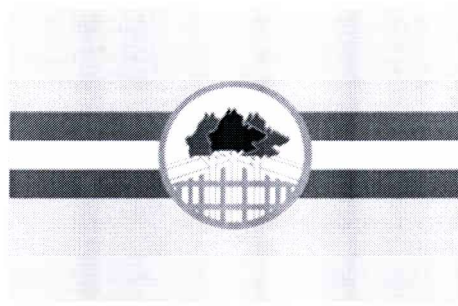


Figure 4.0

The Sabah Forestry Department Flag consists of 2 components: The Forestry Department logo and the colours of the Sabah state flag as background. The combination represents the Department's commitment in an ever progressive and prosperous Sabah.

CHAPTER 2

SCHEDULE OF PRACTICAL TRAINING (WEEKLY BASIS)

2.1: Introduction

This chapter will emphasize on the summarize of the daily training extracted from the Log Book that written by the student during practical training. It will explain on the jobs and tasks executed throughout the training on a weekly basis.

2.2: (Week 1)16th July– 20th July 2012

I was placed at Personnel Management Services Division and was introduced to the office units and office staffs. In this division, there are four main sections that are Service section, Administration section, Archive section and Integrity section. Since Filing System Unit under Administration section was lacking of staff, therefore I was placed there to fill the vacant post temporarily. Besides, I was introduced by Mrs.Fridah to the other staff as a new practical student. She also guide me to the other various sections so that I will be able to acknowledge the other staffs there.

After that, we are taking a tour around the office section, such as the Head of Department office, the secretary room which placed near the Head of Department office, the Chief of each four sections offices, the kitchen room, photocopy room, archive room, waiting room and so on. During this week, I was learn on how to do the basic clerical work such as photocopy, and fax. Other than that, Mrs.Dayang as my colleague teach me on how to handle the filing system unit in a very efficient way. This filing system unit practice a horizontal type of filing and the cabinet use was in a very large scale since all of the personnel data was compiled in here. It consists of personnel's appointment, increment of salary, promotion, leaves and so on. In addition, since this office is the Headquarter of Sabah Forestry Department, every activities or events held will be documented in this filing system unit.

During this week, I was learned on how to look for personnel files through their computer database system. The files can be retrieved through the personnel name or their given number of reference because sometimes there would be the personnel with the same name but different person. I also learned on how to arrange the personnel files into the correct cabinet. The files usually arranged based on the reference number of the files. Apart from that, I am helping my colleagues to arrange the boxes which contain files according to the sequence of number provided. Since the organization is going to be audited, all of the previous files which have been already closed will be put into the boxes and each box will have a number which represent the number of each personnel hold. By doing this, it will be easier for the staff in filing system unit to retrieve the personnel files which has been already closed when required. I am also given a task on counter service of filing system unit. Any phone call directed to the filing system unit will be handling by me. However, this is not an easy task since the client was usually asking about the information regarding Sabah Forestry Department.

2.3: (Week 2)23rd July –27th July 2012

Since this organization was going to be audited, my supervisor asks me to key in the data from old closed files into the database. Each of the box contain 2 to 6 files of personnel career development history that is from their application form of recruitment until their pension letter. My task in detail is recording the earliest and the latest dates of documents for each files in the box. After that, I will give number for the files that I have recorded in the database. This number also will be write on the box so that the number of the boxes will be arrange accordingly.

This task considered crucial and should be done regularly because closed files keep on adding and each one must be recorded properly for future assessment on what to do with them. Since the files are confidential, the database should be manage systematically. The boxes are too many and I am

not the only one who manage it and this is why my supervisor divided the task into three that are Mrs.Yuslinawati, my supervisor and me. We are given the numbers that we can use to label the boxes later. It was to avoid redundancy.

However, the mistake happened when there is misunderstood in carrying the task. Mrs.Yuslinawati was using the same reference number to label the boxes. This is happen due to misunderstanding that my supervisor thought that she will not continue doing the task since she was delaying the work and then the number was given to me. There are 31 number of boxes that have the same number. This has cause redundancy and wasting of time. To settle this problem, my number of boxes was transferred to the latest or current running number which has not been use yet. After filling the earliest and the latest dates in the given form in the database, my supervisor will print it out then my colleagues take over the task of pasting it to the boxes so that the boxes will be labelled in a proper way. The closed files of retired personnel will be send to the archive that is starting from the years of 2007 and below since the files will not be use anymore. This week also, I am given a task on counter service of filing system unit. Any phone call directed to the filing system unit will be handling by me. However, this is not an easy task since the client was usually asking about the information regarding Sabah Forestry Department.

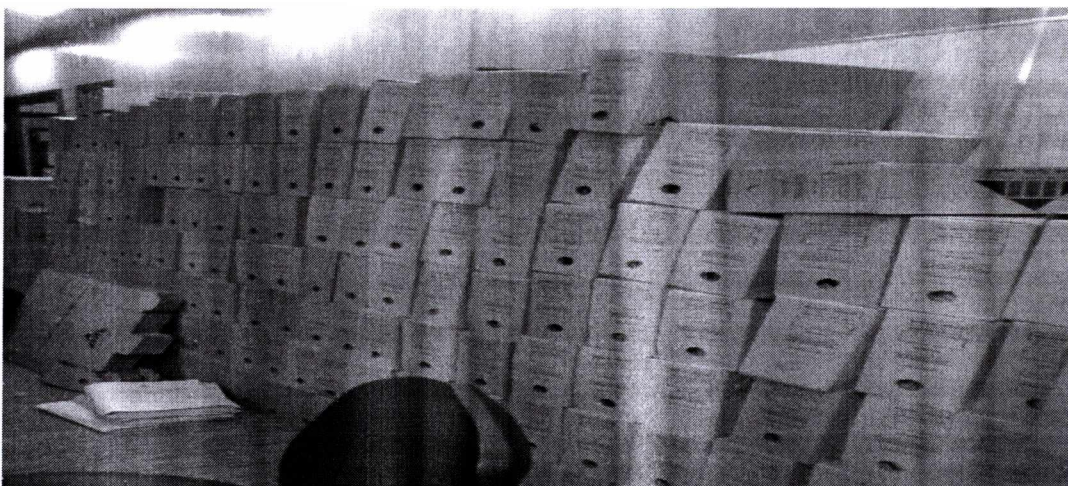


Figure 5.0: Boxes contained of pensioner files.

2.4: (Week 3)30th July – 3rd August 2012

My task in third week was quite similar from the previous week. I was asked to replace the number of boxes that mistakenly recorded in the form where the files in the boxes are owned by the retired personnel. After done with my task, I was transferred again to the filling system unit to continue my former task that was entering the number of files and look for that required files if the particular files happen to be borrow or returned back by the staff.

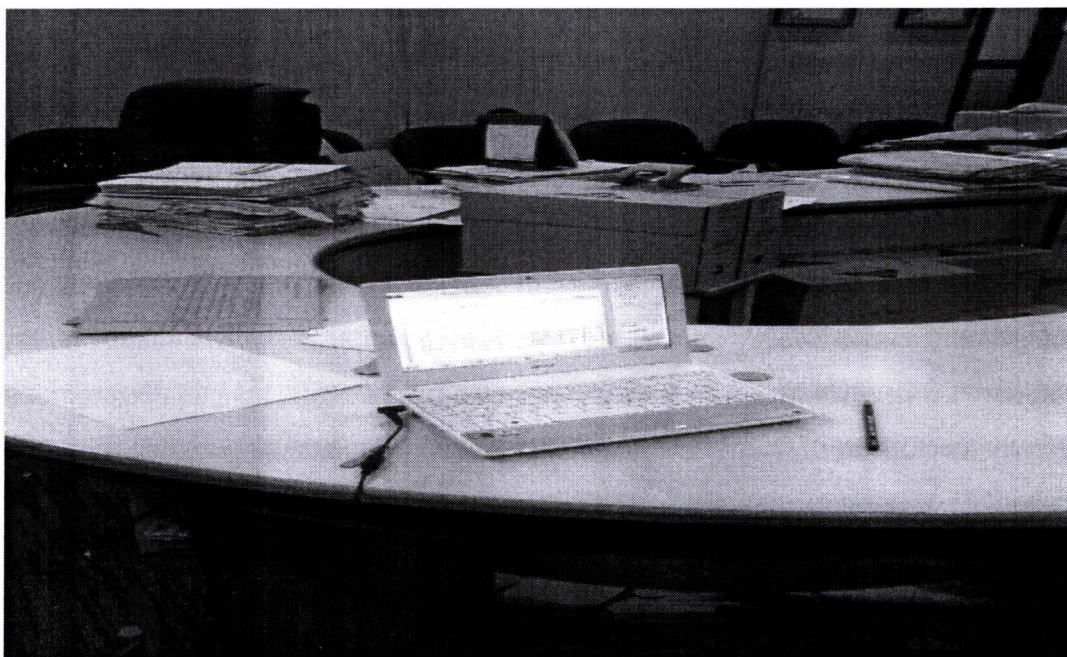


Figure 6.0: Fill in the form in softcopy to send the boxes to the archive.

During this week also, I was attending the monthly meeting together with all the staff at the Personnel Management Services Division. They are discussing on the arise issues and during this meeting, I have learned on how to held a meeting, what kind of issues that can be and cannot be discussed and how to come out with a proper solution if there is a problem arises. Not all will be agreed to one decision but here the leader will play his important roles in maintaining a good environment between the staffs by come out with a good decision making. Good problem solving method can be attained if effective team work task are done collectively and harmoniously. Other than that, I have learnon

how to open up a new file for a newly promoted staff from contracted staff to permanent staff.

2.5: (Week 4)6th August – 10th August 2012

This week I am helping my colleagues to cut the form of personnel files nicely then paste it to the boxes. Since the form was too many and I have no other task to do then I am giving my hand to help. Other than that I am starting to learn this organization background, mission, vision, core business, policies and so on. All of this will be required to prepare our report of practical training. Once again, I was given a task to open up a new file for newly promoted workers.

2.6: (Week 5)13th August – 17 August 2012

There a less task to do since it was a festive season that was Hari Raya Aidilfitri which was coming soon. Most of the workers was starting to back early especially for the married women staffs. I am just working on handling the filing system unit process daily then preparing for collecting my report information.

CHAPTER 3

ANALYSIS

3.1: Introduction

On this chapter, I will explain about the analysis of training where focuses on two area of tasks as I learned during my practical training. On this chapter also, I will relate the definition of concept and theoretical aspects with the knowledge gained at my workplace to help me reinforce my understanding on the concepts learned in class and the real world of workplace. It also includes my own experiences during my practical training especially when dealing with critical problem solving. Below are the analysis on the task that I have been carry on as a practical training student at Sabah Forestry Department under Personnel Management Services Division.

3.2: Task Analysis on Filing System

During my practical training at Sabah Forest Department, my supervisor and my colleagues gives me various type of task includes filling in a form of an old files into database, preparing for a proper and systematic filling system unit room to be audited, attending a monthly meeting with others staffs, basic clerical works like photostatting, printing, opening a new files and so on. But, here I want to emphasize the analysis on the area of task that I frequently did during my one month practical training. Since I was place under filing system unit, the most frequent task that I have done was handling the flows of the files which was required by others staffs from others office unit on a daily basis. All of these files contained of a personnel confidential data and the documents of their career development activities. Only the staffs of the filling system unit can deal with these files while others are prohibited unless they have been given permission to use these files. This is why my task is considered as a critical task which requires my accountability and responsibility.

3.2.1: Definition of Filing

Filing system unit in an organization is significantly important since it hold the most confidential data of the organization. To ensure the security of this unit from any damages or for future retrieval, the effective filing system should be concentrated. First of all we need to know what is filing is actually. According to Neuner and Keeling, "Filing is the systematic arrangement and keeping of business correspondence and records so that they may be found and delivered when needed for future reference." Meanwhile, according to Zone K Quible filing is "One of the activities in the records management programme which involves systematically classifying, coding, arranging and placing of records in storage." In the words of George R. Terry, "Filing is the placing of documents and papers in acceptable containers according to some predetermined arrangement so that any of these when required, may be located quickly and conveniently."

3.2.2: Classification of Filing

Based on B. Janet, there are several classification of the filing system as follow:

3.2.2.1:Alphabetical Topical Filing Systems

Alphabetical topical systems classify information according to topic, and then file the topic labels in alphabetical order. Related topics are not kept together in this system. Usually this type of system is best when small amounts of information are involved. This type of filing and classification system is sometimes known as a "dictionary" system. When personal names are being filed, last names are used as the primary sorter, with first names used only in the case of identical last names.

3.2.2.2:Alphabetical Encyclopedia Filing Systems

In an "encyclopedia" filing and classification system, information is first broken down by general category, with sub-categories being placed in alphabetical order. This type of filing system is particularly useful for handling

large amounts of information because users of the system don't have to keep a particular file's name in mind to find it. Instead, they can start by looking for the general category and search within it to find the specific file they need.

3.2.2.3:Alphabetical Geographic Filing Systems

A subset of the encyclopedia filing and classification system is the alphabetical geographic filing system. In a geographic system, the major categories are broken down by locations. You can use any size or type of location, from countries to cities to field offices. Users of this type of system start by choosing the geographic area relevant to their search, then search alphabetically within that topic to find the specific information they seek.

3.2.2.4:Straight Numeric Filing Systems

Straight numeric filing and classification systems are very simple to use, since they generally start at the number one and label each file with the subsequent number. However, the use of this type of system is limited, as it often requires an index to help users find the files they seek, and high-activity files can become congested around the same numeric area.

3.2.2.5:Duplex Numeric Filing Systems

In duplex numeric filing systems, files are given numeric labels with several sets of numbers involved. This type of filing system can handle large amounts of data. The different sets of numbers can correspond to major categories and sub-categories, paralleling the encyclopedia system of filing and classification. One drawback to such a system is that an index is required to understand what each grouping of numbers refers to. A very familiar type of duplex numeric system is the Dewey Decimal system, which most libraries use to catalog their collections.

3.2.2.6: Chronological Filing Systems

Another subcategory of numeric filing systems are chronological systems, in which files are arranged by date. Typically files are first grouped by year, then by month, then by day. Correspondence files, such as email lists, are typically organized in this fashion, with the most recent pieces of data listed first.

3.2.2.7: Alphanumeric Filing Systems

In alphanumeric filing systems, information is classified by category in an encyclopedic system, but using both letters and numbers to denote categories. The use of both letters and numbers allows for a much greater field of categories than does the use of numbers alone. Thus the Library of Congress filing and classification system, which is alphanumeric, allows for a greater array of categories than does the Dewey Decimal system, which is limited to ten major categories.

3.2.3: Requirement of Good Quality Filing System

According to the S. Coombs and C. Redfern (2006), most of the department store their manual records in their office. However, there should be a systematic way on how to make their records use and stored with a high level of safety. There are several steps to be taken as below.

3.2.3.1: Responsibilities

The responsibilities of ensuring the security of the files lies not only on high level of management and staff of the filing system unit but also all level of members of the organization to build the sense of belonging toward the organization. The leaders of the organization should create a policy that encourages the use of a central filing system rather than each member of staff having their own set of files. They should also ensure that all staff understands their responsibilities for record keeping and filing. This should be covered in the

requirements of their job description. The explanation of the local filing system could be included in their local induction procedures. However, although all staff must be responsible for their own filing into the filing system, it is useful to ensure that there is overall management of the filing area to avoid chaos that is the staff of the filing system unit itself.

3.2.3.2: Storage of records

There is a limitation on the staff that needs to access the records storage. Even if the staffs are responsible for the security of the files, they still prohibited to go in and out of the storage room leisurely. This is to avoid any confidential information spread out outside the organization or even worst spread on the competitor's hand. Here are some steps that should be done by the filing system unit to ensure the safe keeping of the files. The storage area should be clean, tidy, and away from water threats for example sinks, toilets, pipes, radiators and fire hazards such as electronic & kitchen equipment. Remember to not leave records on the floor. This is a health and safety hazard to leaves the records in greater danger for example if there is a flood the record could be sweep away by the water.

Old abandoned files also could encourages pests to live inside it and possible eat it pieces by pieces. Ensure that the storage area complies with manual handling and health and safety requirements. If the boxes are used, or shelves above head height are used, a manual handling risk assessment should be undertaken, as there are limits on the amount of weight staff should be expected to lift. Be aware also that large boxes can become extremely heavy when filled with paper. Keep references or library material such as publications, magazines, manuals, "reading for information" are separated from important records like financial report and so on. The space taken up by files can be reduced in various ways for example removing papers from lever arch files and using treasury tags or plastic binders "archive clips" to secure the papers. If the boxes are used, use the same size of box to make the best use of space.

3.2.3.3: Timing and Naming of Files

The proper filing system should have a documented, consistent titling system which all staff could understand. The naming or titling system should be clear enough to enable a new member of staff to easily locate the relevant file after a short explanation. File the records in a sensible order for example alphabetical or chronological. It is often useful to have a combination of the two systems such as complaint A-Z for 2010, complaint A-Z for 2011 and so on.

If only alphabetical filing is used, the file system can become too large and it is often difficult to identify and extract the older records when the time has come to destroy them. If reference codes are used, ensure that the codes are logical and that there is a document which enables you link the reference code to a full explanatory file title. In addition, avoid abbreviations in files titles. Mark file titles clearly on the files cover and never forget to include covering dates of the record.

3.2.3.4: Loaning / Tracking of file location

When files are removed from the filing system by a member of staff, ensure that this is recorded so that the location of records can be tracked. For example, leave pre-printed forms in the filing area which staff can complete when they remove a file, stating the name of the file, who removed the file and the date. This form should then be put in place of the file itself on the shelf. When the files is returned, the form of paper can be removed from the shelf. If an audit trail of access is required, file the pieces of paper together. If a more formal method of tracking/loaning is required, the Modern Record Management team can offer advice.

2.3.5: Retention / Disposal of Records

Files should be closed when the activity to which they relate has been completed. It is a good idea to open new files for each year. If a file becomes too large, close the file as volume 1 and volume 2. The Trust Policy on the Retention and Disposal of Records lists how long Trust records should be retained and what to do at the end of this period. When a file is closed it should be clearly marked as closed, with the covering dates of the file clearly shown. Mark the action date on the records in accordance with Trust Policy such as Destroy Jan 2007. This can be done on individual files or the closed files can be separated out from the current/ active files by putting those due for disposal at the same time in the same box.

In order to keep control of the storage area, it is important to regularly and routinely review and extract those records which can be destroyed or which can be sent to the archive for long-term storage. This can be done annually or if the storage space is very limited, whereby monthly may be possible for some records. If the destruction of records takes place this must be in accordance with the Trust records retention Policy and the destruction should be recorded for example, summary lists of what has been destroyed and when. Finally, the records should be destroyed as a confidential waste.

3.3: Task Analysis on Public Relation

Other than filing system, I was also given a task to taking up a call from the client. If there is a call from personnel or client that intend to ask something regarding their personal files document such as medical leaves, salary slip and so on, the operator will connect the call directly to filing system unit. I will take in charge if the staffs at the filing system room happened to be not there. The other client may intend to ask something regarding the Sabah Forestry Department information but if it involved in confidential information then I will not take in

charge on it. Below is the theory on public relation to explain more on my task analysis.

3.3.1: Definition of Public Relations

According to Grunig and Hunt (1984), public relations can be defined as the "management of communication between an organisation and its publics. More than a decade on, McElreath (1996) describe public relations as "a management function that uses communications to facilitate relationships and understanding between an organisation and its publics'. In modern society, public relations are defined as the development and management of ethical strategies using communications to build relationships with stakeholders or publics. This activity can be carried out by organisations, groups, or individuals as they interact with their various publics or stakeholders to pursue objectives and goals. This view recognises that communication should not simply be strategic, because this implies the potential exploitation of the imbalance of power between the communicator and the recipient.

In order to further explain the definitions of public relations, we will relate it with the tasks that carried out by public relations practitioners. Based on Jane J. and Clara Z. (2010) book on Public Relations Theory and Practice among the tasks are as below:

3.3.1.1: Sensor of social change

The public relations professional perceives the change at the heart of society that indicate good or ill for the organisation, and helps management to prepare for the solution and impact of those issues. The public relations practitioners should be aware and cautious with the rapid environmental changes that may occur and affect the organisation directly or indirectly. To identify the environmental changes, he or she should be able to implement internal and external analysis that are SWOT as well as PESTEL analysis. This

is important so that the organisation will be in flow with the current trend of the market place.

3.3.1.2: Corporate conscience

Henry David Thoreau wrote: "It is truly enough said that a corporation has no conscience; but a corporation of conscientious men is a corporation with a conscience. These powerful words were ones that the public relations professional should always bear in mind. Such qualities are basic to the job description of public relation officers. Statement above clearly show that public relations officers should hold an ethic value to convince the customer to put their trust on particular organisation so that they can establish a loyal customer and at the same time create a stable relationship between the organisation and the customer.

3.3.1.3: Communicator

Nowadays, a lot of people think communications is the main public relations role especially in marketing industry. Most likely, they think that way because they have spent a lot of time mastering communication skills and little time enhancing their social judgment. In reality, communication is not the main role but it is just one of four important roles of public relations. It cannot be denied that in marketing and advertising industry, communication is the core subject to achieve the organisational targets and goals. Without good communication skills, customer may run from that organisation due to uninterested toward the goods and services offered.

3.3.1.4: Corporate monitor

This function seeks to make corporate policies and programs match public expectations. The spirit of the regulator should infiltrate the public relations

person's job so that he or she cannot do something that can damage the organisation's good image. This is perhaps the best reason for the senior public relations to report to the highest level of management if they found something does not right about the public relations officers wrongdoing.

3.3.2: Relationship between Public Relations with Marketing and Advertising

Society who new to public relations often ask the question, "How exactly is public relations different from marketing and advertising?". Marketing is usually understood as offering of goods and services by fulfilling the customer's needs and demand and is thus the ways of organisation devoted to gaining profit through those products and services. A useful definition is " a social and managerial process by which individuals and group obtain what they need and want through creating and exchanging products and value with others' (Kotler et al. 2006:7).

Sometimes, the tools and functions of public relations can be used to assist the promotions and sales of goods and services thus produce marketing mix. Marketing mix can also be refer as integration of communications. Hunt and McKie (1998) also point out that one of the big differences between marketing and public relations is that marketing has a profit focus, which does not necessarily apply to public relations. Meanwhile, based on Haywood (1998), marketing is associated with business and indeed is central to the "philosophy of business", whereas in truth, public relations is practiced across all sectors and not just in business.

The different between advertising and public relations also can be confusing especially in mass media. In order to define further, advertising is the buying of space in whatever medium for the purpose of transmitting a message to an audience. This is mean that both of the content of the advertisement and

its placement and frequency are determined by the organisation buying the space. Few restrictions apply so long as the organisation can afford the price, the product is legal and the wording and graphics are not offensive. In contrast, the mass media space achieved by a public relations practitioner's publicity is "free".

3.3.3: Process Communication Theories

Based on Jane J. and Clara Z. (2010), process communication theories emerged in the same era and include similar presumptions to media effects theories. They are concerned with how given "messages" are transmitted and received. Do messages lose effect because they encounter "noise" (contradictory messages) in the same channels through which they are transmitted? For example, will there be competing points of view in the same newspaper? Have you selected the best information "source"? Is your spokesperson respected and authoritative? Has the message been coded correctly so that your audience will understand it?

Shanon and Weaver's(1949) representation shown in Figure7.0, is the classic 'process communication' model. This model was originally about sending information along telephone lines, but can readily be adapted to human communication. The model consists of an information source that produces a message, a transmitter that encodes the message into signals, a channel that carries the message, a receiver that decodes the message and a destination for the message. Harold Lasswell's (1948) verbal model of the communication process can be used to help explain Shannon and Weaver's diagram. Laswell's model can be summarised as asking:

- a) who (source- an authoritative spokesperson might be better received);
- b) says what (encodes and transmits-writes/speaks/illustrates-how well?);
- c) how (in what channel- face to face/news media/internet/telephone);

d) to whom (receiver- individuals or targeted sections of the public);

e) with what effect (end- user perceptions or behaviour measured empirically)?

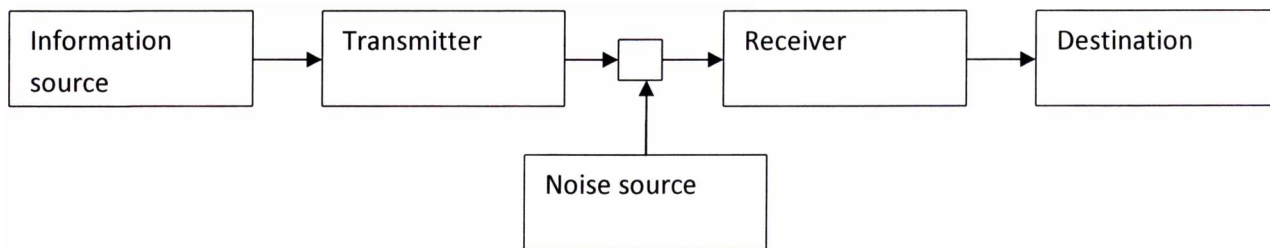


Figure 7.0: Shannon & Weaver's process communication model

Notions of noise might be incorporated to express the existence of counter-messages. Feedback- that is responses and critique from the audience can be used to improve or modify future messages. Such a circularity of message flow, which nourishes the chain of communication gives the model the form of a "closed system". Acceptance of external "noise" with sometimes contradictory messages as another useful source of feedback makes this an "open system".

Shannon and Weaver's "mathematical model of communication" was developed during World War II in the Bell Telephone laboratories in the United States. It was part of research into how communication could be made most efficient (Fiske, 1990). Harold Lasswell was a political scientist who expresses his model in a 1948 article entitled "The Structure and Function of Communication in Society" (Littlejohn.1989).

It should be possible for practitioners to express their campaigns and for students to write projects that structure public relations activity in terms of the above communication models. The choice of source, transmission and channel, as well as the expected reception, perception, contradictory 'noise' and feedback, are all concepts that can be considered in the development of campaign design and expectations. However, there is a critique where there are difficulties both with the simple 'transmission of messages' notion and with 'media effects' notions.

3.3.4: Public Relations in Modern Era

According to Garry Crystal (2012) Public relations (PR) is a way for companies, organizations or people to enhance their reputations. This task typically is performed by public relations professionals or PR firms on behalf of their clients. PR usually involves communicating with the media and through the media to present the clients in the most favourable way possible. It also often involves cooperative efforts with other people and organizations to create good will within the community and enhance the client's image. Below are the detail on public relations activities on a modern days.

3.3.4.1: Image is Important

The business world can be extremely competitive. Companies typically want to have something that makes them stand out from the crowd, something that makes them more appealing and interesting to both members of the public and the media. A favourable image can help increase a company's sales and profit, and negative publicity can damage a company's reputation and decrease sales.

3.3.4.2: PR Departments

PR can give consumers and the media a better understanding of how a company works. Within a company, a PR department might also be called a public information department or a customer relations department. These departments assist customers if they have any problems with the company. They usually try to show the company at its best. PR departments also might conduct research to learn how satisfied customers are with the company and its products.

3.3.4.3: Tools Used

There are many tools and methods that a public relations department can use to enhance a company's image. The tools that have been traditionally used include news releases and announcements that are sent to the media, newsletters that are sent to customers and appearances at public events, such as trade shows or conventions. With the proliferation of the Internet, PR departments now can also use tools such as blogs and social medianetworks to accomplish their goals.

3.3.4.4: Providing a Positive Spin

Many people have the perception of PR as a way to "spin" news and information, which means to portray the news or information in the best possible way for the company. For example, if a company announces layoffs, its PR department might claim that the company is lowering its costs and making itself more efficient, so it will be better able to serve its customers and offer lower prices. As long as those things are true, then the PR department is doing its job of protecting its reputation and image. Stretching the truth to create a positive spin, however, can end up being detrimental to the company if exaggerations or even half-truths are exposed.

3.3.4.5: Working in Public Relations

There are certain skills that are helpful for people who work in public relations. These include a high level of communication skills, both written and verbal. A PR person also must be adept at multitasking and time management. He or she might have some form of media background or training to understand how the media works. Organizational and planning skills also are important in public relations.

A PR employee must be able to work well under pressure. He or she must have the ability to answer a barrage of questions from the media and members of the public, if necessary. If a company comes under a verbal attack, it is the PR department that must take control of the situation. The PR department must effectively respond to the criticism to protect the company's reputation.

A public relations employee usually has a relevant college degree, such as a bachelor's degree in communications, journalism or marketing. Competition for jobs in PR is fierce. A talented public relations worker might be able to work his or her way up from a junior account executive to an account director in about five years. The hours can be long and the job can be stressful, but for successful PR workers, the pay can be good because of the importance that companies place on their reputations.

3.7: Relationship between Theories Learned in Class with Practical Training Experience

Sabah Forestry Department (SFD) filing system practice a vertical filing system and this is the most modern system of filing. Under this system the papers are kept in special type of thick paper folders. The envelopes are arranged in drawers of cabinets in vertical upright position according to different methods of classification. There is no need to remove folders from drawers so it avoids the risk of misplaced folders. It can be locked too.

Take for example in Filing System Unit under Personnel Department of SFD, personnel list of document were kept in one file for each personnel. The document contain of their first application form into the SFD until the letter of their pension.

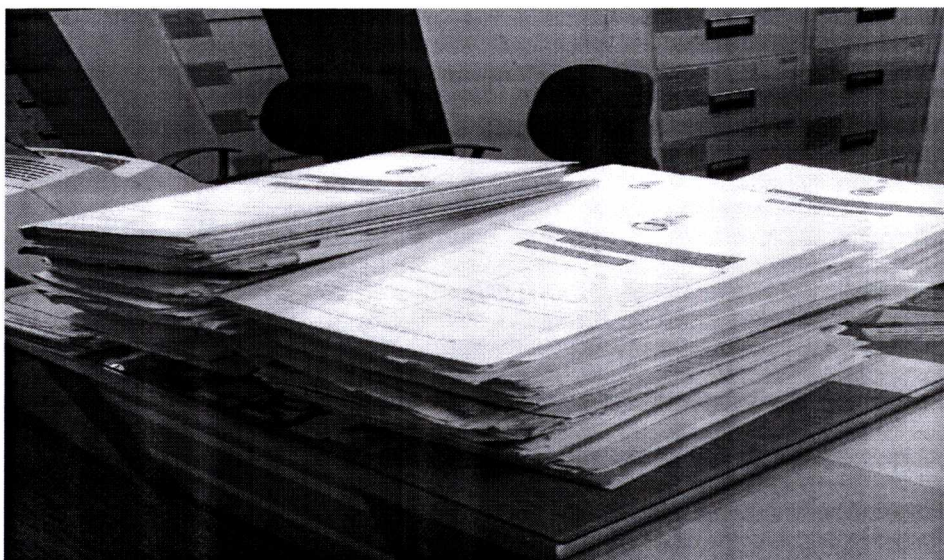


Figure 8.0: Personnel files.

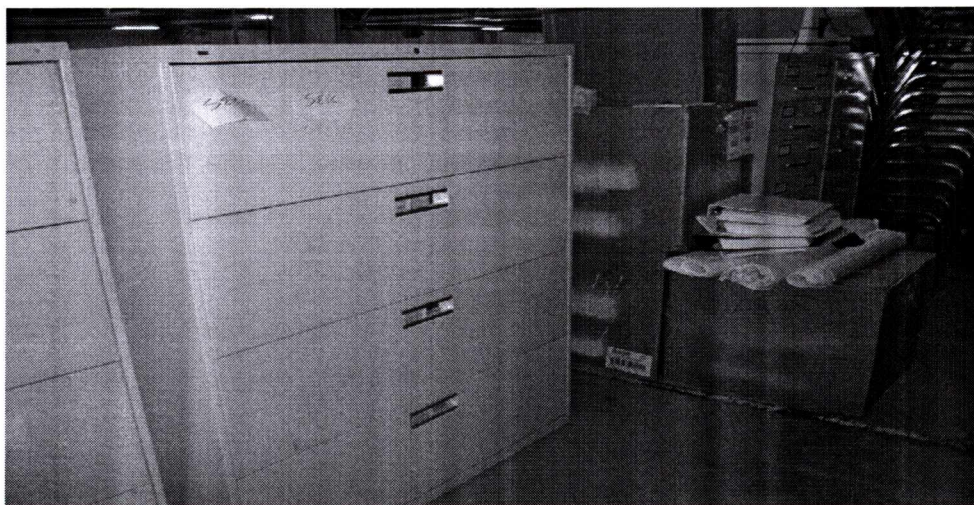


Figure 9.0: Filing Cabinet use by Personnel Management Services Division

Besides, if the employee got an increment in their salary or got a promotion, the filing staff unit need to record it into database and also in manual record. As I learned from the classes lessons, I finally can figure it out the need of proper practice of filing system and the actual filing system practice by SFD. Both of the above picture reflect of the filing system implemented in filing system unit of SFD. SFD practice of decentralize of filing system which each of the division have their own filing system. For example, Finance and Expenditure division, their annual finance report will be kept under their division filing system

and others division are not allowed to have access on it unless got a permission from the top level of management.

Creating of new files often done when the staffs is newly appointed or the files of the old staff are no longer enough to fit into one file. Usually, when there is a need to close the file for the active employee, the old file will be closed then titled as Volume 1 then the new open file named as Volume 2. However, the reference number used for that staff is still the same to avoid confusion.

The disposal process of record will be done if there is a bunch of closed files which are never be needed anymore such as record from the 30 years old of closed files. As what I have done for 5 weeks during my practical training, the old closed files will be put into the boxes since one personnel usually takes 2 to 6 files during their active services. Each of these file contained of documents regarding staff career development. To dispose all of these files, my task was to fill in the form which require the earlier and the final dates for each of the file. The form was divided into two form that are in softcopy and hardcopy. The softcopy will be printed then pasted on the box so that it will be easier for the staff to trace the files in the future. The hardcopy will be documented so that the staff of filing unit will have a secure record of dispose files.

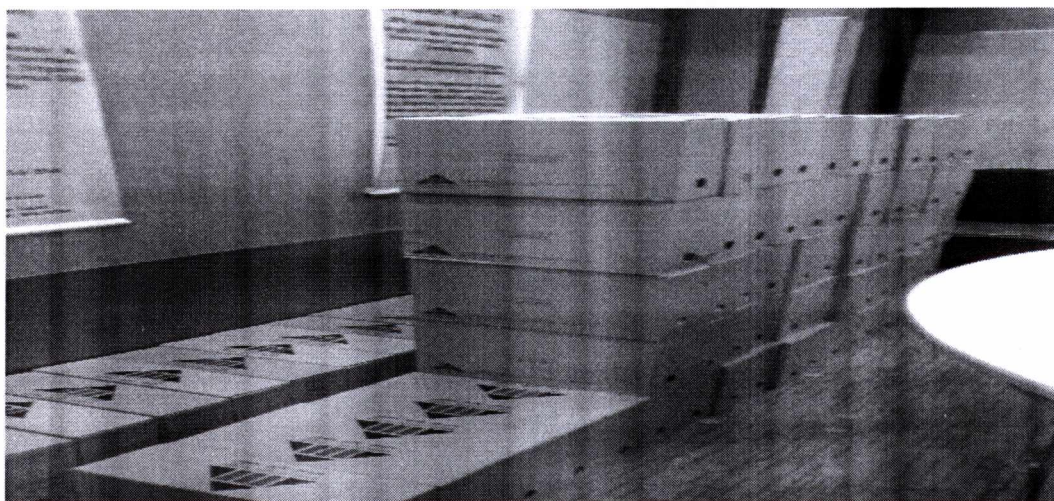


Figure 10.0: Boxes ready to be sent to the archive.

My other frequent task was to check every file to make sure that every file has the form, and to update the file content list in the form. However, all files had the form and those files which had the form also not being updated even though there were many latest documents and letters coming in. There were also cases where the file loses its document and even worst its Book of Service. This case has made the Personnel Management Services Division hold an immediate meeting since this Book of Service belongs to the active staff.

During the meeting, everybody point their finger to the other, nobody want to be blame and take the responsibility. This case became serious since the top level of management questioning the credibility of the staffs of Personnel Management Services Division. To avoid the case getting worst, our head of division, Mr Thomas Wilson asking for the staffs under him to participate and come out with several suggestions to avoid the same case repeated in a future. There was a staff who suggested separating the Book of Service from its personnel file. The Book of Services will be keep by a special unit to avoid any lost and redundancy with the task of filing system unit staffs.

As usual, when it comes to make a decision, not everybody may like it or even worst, against it. The personnel who may dislike the decision do so since if the Book of Service is separated from its personnel file, it may cause the personnel to do a lot of task in order to get access of one personnel file. It seem to consume too much time just to get one file. However, the decision was made and the book separated from its files since the disadvantage of losing the book is more "dangerous" than the effort to get the book from different special unit. This case has taught me on how important to have a systematic filing system to avoid any future damage or loss of important files especially when it is confidential information.

As for my task in handling a telephone call, this task have teach me on how to be act more fast and careful on answering the questions from the client.

This is because it include a high level of communication skills, both written and verbal. As a practical student I also must be adept at multitasking and time management. I should have some form of media background or training to understand how the communication channel works. Organizational and planning skills also are important in public relations. This is why I took the public relation subject (PRO458) during my semester three in Bachelor of Administrative Science (Hons). During class, I only learned in theory why people act like that and how I should react on that situation. Various attitudes and behaviour of the clients sometimes made me myself need to come out with my own solution where it never be teach during the lesson class.

A PR employee must be able to work well under pressure. He or she must have the ability to answer a barrage of questions from the media and members of the public, if necessary. If a company comes under a verbal attack, it is the PR department that must take control of the situation. The PR department must effectively respond to the criticism to protect the company's reputation. This is why this task is very crucial for me because even if I am just a practical student, I am still part of the organisation and I should responsible in taking care of the organisation good image.

There is a case where the client was asking about the name of the manager at Sabah Forestry Department, Sandakan branch. At first, the client was speaking in a good manner asking about the name of the manager. So I am go asking around to my colleagues and got the answer then as soon as possible told the client. After he got the answer, he suddenly asking about my position, then I told him that I am just a practical student then he suddenly change his way of speaking to the rude one. He is underestimating a practical student and fortunately I am barely can control my emotion. This is the practice of PR practitioner where he or she need to work under pressure in no matter what kind of situation it is.

As a conclusion,even if filing system seem the easier task to be done as the same as the basic clerical works, the accountability hold by the staff in charge of keeping the files safe is just too big since the organization depend on

this group of people to keep the files always be private and confidential. However, the responsibility of protecting the files of the staffs was not only put on filing system unit staffs only but also the whole level of management itself. The security of the filing system unit is the reflect of the security of the organisation. Good security of organisation will make the customer and the client put a trust then automatically made a loyal cooperation with the organisation. As for the public relations duty that I have been through, it was not only about communication but also the good problem-solving and decision making that made me learned during my practical training. Whatever I learned in class will never be understand until me myself experience i

CHAPTER 4

RECOMMENDATIONS

4.1: Introduction

This chapter will highlight the strength and weaknesses of job and tasks assigned to me during practical training. Here, the examples and the recommendation of solution for improvement also will be attached together. Since in chapter 3, I have highlighted filing system as my task analysis therefore I will provide the strength and weaknesses of this filing system.

4.2: The strengths and weaknesses of Traditional and Electronic Filing system.

4.2.1: Data Security

Traditional file organization that is documentation has security advantages over electronic filing, but it also has its disadvantages. Electronic files are usually accessible on a network, which means it's possible for an unauthorized person to gain access to electronic data over the Internet through hacking methods. Electronic data can also be damaged by software security problems like computer viruses. On the other hand, paper files can be lost in fires and floods, but electronic data is easy to backup in multiple locations, reducing the potential for permanent data loss.

4.2.2: Complexity

Traditional filing systems are less complex than electronic systems, which can make it easier for untrained people to access and manipulate data especially for a practical training student like me. Anyone can look through alphabetized filing cabinets to find a file. Locating and manipulating electronic database information may require technical training, and user

error can result in unintended alterations or data loss. For example, in order to look for certain personnel files, I have to key in the name of the personnel. Unfortunately, it will be very difficult to acknowledge which personnel file was required since there was a possibility that one name hold by various employees such as Abdullah.

4.2.3: Access Time

One of the primary disadvantages of traditional file systems is the time it takes to access data. It can take minutes if not hours to locate a few files in a large paper filing system. Electronic databases allow for almost instantaneous access to information. Faster data access time can increase the productivity of managers, analysts, accountants and other workers who use data on a regular basis. However, not all document can be filed on a database like a map or confidential document.

4.2.4: Editing and Communication

Traditional file systems are burdensome in that they do not allow users to easily edit files or send information to others. Paper files often cannot be edited directly, forcing users to make new copies to update old files. To distribute data on paper files, users must mail, fax or scan the data. Databases allow users to edit information fields directly, and because information is stored digitally, it is already in a form that can be easily transmitted. But for my case in Sabah Forest Department, nobody are allowed to touch the files in specific the document contained unless there is a permission from top level of management.

4.2.5: Order of Data

Data can get out of order in traditional filing systems. If someone accidentally puts a file in the wrong place, or takes a file out of a cabinet

and forgets to put it back, it can lead to lost data or the creation of additional copies of files. Electronic filing systems allow users to quickly check whether information already exists somewhere in the system, which helps avoid problems like redundant files and data loss.

This is true since it already happened during my practical training whereby there are file which is belong to the active employee lost during it was in the hand of the others unit staff. They have so much difficult time to find it back since nobody want to take the responsibility to admit who borrowed the file and the staff in filing system also forget to key in to the database on who was borrowing the file at the moment. It was really dangerous since the file contained of the Book of Service of that employee which referring to his length of service and proof of his contribution while working under this department.

4.3: Recommendation on How to Improve the Limitation of Filing System at Sabah Forestry Department.

During my practical training at Sabah Forestry Department, I have seen that the filing system in filing unit of Sabah Forest Department was good but not really efficient in handling the movement of the files. They said that nobody can have an access in that filing unit unless permitted but it was just a said and they do not "walk the talk". If there is a staff who want to borrow the personnel file, they just can ask someone who ever happened was present in that room at that time no matter whether they are the staff of that filing unit or not.

For example, one of the archive section staff happened to be at that room since he was intend to collect the boxes of files that are going to be sent to archive section. However, due to lack of staff of filing unit, nobody were took in charge of that room except me fortunately as a practical student was there to take care of the room. However, by putting 100% trust on practical student to take responsibility on something confidential as filing unit can be considered as

inefficient because I do not really know the procedures of lending the correct files to correct staff. Back to the case where the archive section staff happened to be at the filing room while the other unit staffs requires borrowing some personal files. Unfortunately, at that time, I did not know which files that require by that staff then the archive section staff have to take in charge since he know more about the system at the filing system. He pleasurably lends the files to the staff even though I am aware to make the record of who is borrowing that files. This is against the rule of access to the filing unit room.

In any situation, no matter how urgent the staff is, she or he should wait for the filing unit staff to make the task and not other unit staff. It is to ensure that all the files were in a secure condition and the confidentiality of the filing room are protected. In order to improve this limitation of this filing unit, the head of department should make a suggestion to the top level management to hire more staff at filing room and ensure that each staff have their own understanding on their job description. This is important so that there will be no redundancy of staff working on the same task at the same time.

The staff of filing unit also should aware on the access of the room especially during lunch hour and tea break time because usually the other staff will find it comfortable to take their break at filing room since the place is exclusive with less staff and more silent. Make sure that the staff who use the filing room did not leave any left food or rubbish that can call the unexpected guest like mouse and cockroach .This is important to avoid any files become their food and as a sequent create damage on that files.

4.4: Advantage and Disadvantage of Public Relation.

Public relations can be used to tell stories about your organisation activities or business operation. Through public relations, you can promote your organisation and business through your products and services to current and future customers. Below are some of the advantages of public relations toward the organisation as proposed by Drypen (2008).

4.4.1:Credibility

Because PR communications are not perceived in the same light as advertising that is, the public does not realize the organization either directly or indirectly paid for them,they tend to have more credibility. The fact that the client are not being compensated for providing the information may lead receivers to consider the news more truthful and credible. For example, if the news on the loss of the file of personnel was spread out of the organisation, the impact was not on the person who spread the news but it was on the shoulder of the organisation. The external customer may starting to distrust the credibility of the organisation in protecting their own informations.

4.4.2: Cost

Good public relations may handle the missing file case in a silent and proper way so that there will be no need for the organisation to handle the question from various other organisations. But the most important is the public relations should be able to tackle the spread of the news by settle it in its root cause so that there will be no cost involve in handling the case.

4.4.3: Image Building

Effective PR helps to develop positive image for the organization. A strong image is insurance against later misfortunes. This is just for the precaution for the organisation. PR will help the organisation build a good

relationship with its customer for future development. Good relationship with customer will create a loyal customer which is good for the organisation.

Meanwhile as for the disadvantages, public relations may face a problem in selecting the appropriate media to pitch the stories as the organisation try to review their readership to see if they match their target market. This takes time, which may pull you away from other tasks which can cause wastage of time. Pitching to relevant media increases your chances of getting coverage and attract the attention of the client or customers.

Other than that, inaccurate message or storytelling problems may occurred when you distribute wrong information and it falls into the hands of many journalists, who may use it to create a newsworthy story. While it can be advantageous to have a story written about the organisation activities, the organisation can be at a disadvantage if the story is inaccurate, incomplete or misleading. A writer may see a negative angle that can damage the organisation's reputation. Additionally, the organisation may have to give interviews to multiple writers, which can distract the organisation from its original goals.

As a conclusion, filing unit staffs should be more careful especially in handling the files, where to send it and who is going to borrow it. All of that should be properly record so that there will be no misplace of the personnel file which can later tarnish the reputation of the organisation.

CHAPTER 5

CONCLUSION

5.0: Introduction

This chapter will summarise the entire chapter from chapter one until chapter four one by one. It will consist of the background of the organisation, my weekly tasks, the theory related and also the strength and weaknesses of job or tasks assigned during my practical training.

5.1: Summary of Chapter One

Sabah Forestry Department was an organisation that established to preserve the forest and any mean of wild animal in Sabah. The establishment of The Forestry Department was originally formed in 1914 even though it has been proposed as early as 1883. The headquarter was in Sandakan since previously Sandakan was the capital city of Sabah before it change to Kota Kinabalu. After the completion of a state-wide forest inventory in 1972, the inventory maps produced clearly showed for the first time the availability of timber resources throughout the state.

Therefore, these 'treasure' maps proved to be the catalyst for the timber industry, leading to rapid rate of logging that in 1979, the royalties collected from the timber industry amounted to some RM1.1 billion. Meanwhile, the rapid pace of de-reservation of forest reserves continued and was almost routine in the 1970s and early 1980s that the Forestry Department proposed to put an end to this problem. A new set of forest reserves was needed together with amendments to certain clauses of the Forest Enactment to ensure that there would be no further unnecessary de-reservation of established forest reserves.

5.2: Summary of Chapter Two

Throughout the five weeks of my practical training in Sabah Forestry Department, I was placed at Personnel Management Services Division and was introduced to the office units and office staffs. In this division, there are four main sections that are Service section, Administration section, Archive section and Integrity section. Since Filing System Unit under Administration section was lacking of staff, therefore I was placed there to fill the vacant post temporarily. Besides, I was introduced by Mrs.Fridah to the other staff as a new practical student. She also guide me to the other various sections so that I will be able to acknowledge the other staffs there.

I have learned a lot of things such as photostatting, clerical works, how filing system work and also how to practice a good public relations reflecting the organisation. I also have seen many incident that I never seen during my lesson class with a lot of people behaviours. Professionalism is one of the most important aspect in the workplace which require the staff to be more control and able to work under pressures. Good team work and responsibility for what you have done should be possess by each of the staffs.

5.4: Summary of Chapter Three

Chapter three was discussed on the theories of the area of tasks that have been given to me and how I have apply what I have learned in class with the workplace environment. The areas of tasks that I have focused on were the filing system and also the public relations.

Filing system in Sabah Forestry Department especially in Personnel Management Service Department was effective but still need a lot of protection in term of security of the personnel files. The staffs of filing system unit and also the other staff should be responsible toward the files so that the case of file loss will never be happen again.

In term of public relations, filing system unit staff should not let a practical student to answer the telephone call from the client because if the student does not know how to answer then it will lead to the tarnish of the image of the organisation for letting the unknowledgeable student to answer the important telephone call. Even though, it was a good experience to me but in order to protect the name of the organisation, I have to be careful on who I am dealing with and what kind of information that I am able to give, is it reliable or not? However, it does teach me to be more careful and able to practice my public relation skills.

5.5: Summary of Chapter Four

This chapter four discussed on the strength and weaknesses of the job or tasks assigned to me during my practical training period. It was also consist of the solution for improvement on the tasks given for me. For example, in term of filing system unit, to avoid the file loss case repeating, the management should be able to trace it back by properly record who give the files, what date and time and who is the person that borrowing the file. The activities of the files transaction also should be only handle by the staffs of the filing system unit and not the staff of other unit. Not everybody have an access to the files unless permitted.

In term of public relations, the management should be able to provide their own public relations people for each of the unit so that the task of that PR person can be narrow down to their own unit only. This can avoid redundancy and also confusion of task. The spread of the wrong information also can be reduced.

As a conclusion, my five weeks of practical training in Sabah Forestry Department had teach me a lot of information and skills that I have never know before this. This practical training also may help me to create an experience that may be useful for my future employment. Since the competition of job nowadays is very tough, this experience may help me to gain a courage and also convince my future employer to take me into their organisation.

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FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI
UNIVERSITI TEKNOLOGI MARA

BORANG PERJUMPAAN DENGAN PENYELIA
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NAMA PELAJAR

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NO MATRIK UiTM

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NO KAD PENGENALAN

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PROGRAM

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NAMA PENSYARAH PENYELIA

Left. Col. Saiful Anwar Md. Ali (R)

* Pelajar dikehendaki mendapatkan tandatangan dari Pensyarah Penyelia Penyediaan Laporan Akhir Latihan Praktikal pada setiap kali pertemuan diadakan

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* potong yang tidak berkenaan
Sila gunakan lampiran jika ruang sediada tidak mencukupi



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Ruj. Tuan:
(Your Ref.)

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Tarikh : 03 MEI 2012

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**PENEMPATAN LATIHAN INDUSTRI PELAJAR UITM SARAWAK: PROGRAM SARJANA
MUDA SAINS PENTADBIRAN MULAI 16 JULAI – 17 OGOS 2012**

- **NOORZIAH BINTI BIGU (2010530477)**

Surat permohonan melalui rujukan UTMKS (FSPPP/14/1) bertarikh 27 April 2012 adalah dirujuk.

2. Sukacita dimaklumkan bahawa, Jabatan Perhutanan Sabah tiada halangan untuk membenarkan **Noorziah Binti Bigu** dari Fakulti Sains Pentadbiran dan Pengajian Polisi UITM Sarawak menjalankan latihan praktikal selama 5 minggu mulai 16 Julai – 17 Ogos 2012. Pelajar akan ditempatkan di **Bahagian Khidmat Pengurusan Personel** dan sila lapor diri pada 16 Julai 2012 (Isnin) ke Bahagian berkenaan.

3. Walau bagaimanapun, pihak Jabatan Perhutanan Sabah tidak akan menanggung segala kos pembayaran elaun/pengangkutan/insuran dan penginapan untuk pelajar tersebut. Pelajar ini akan diselia oleh Pegawai Perhutanan di mana mereka ditempatkan.

Sekian dan terima kasih.

"WE AIM TO BE THE BEST"

**(DATUK SAM MANNAN)
PENGARAH PERHUTANAN**

**HUTAN, KHAZANAH KITA - HARI INI DAN ESOK
FOREST, OUR WEALTH - TODAY AND TOMORROW**