

**University Technology MARA
Faculty of Administrative Science and Policy Studies
Bachelor of Administrative Science (Honors)**

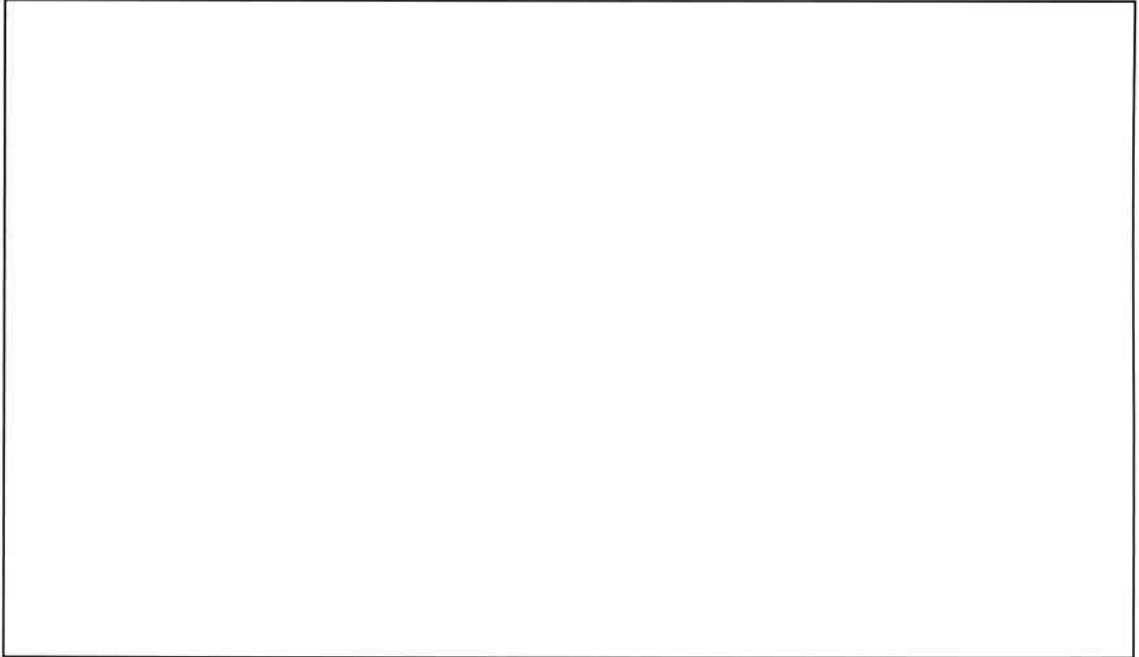


**Practical Training Report ADS667
Sibu Rural District Council (SRDC) at Wisma Sanyan**

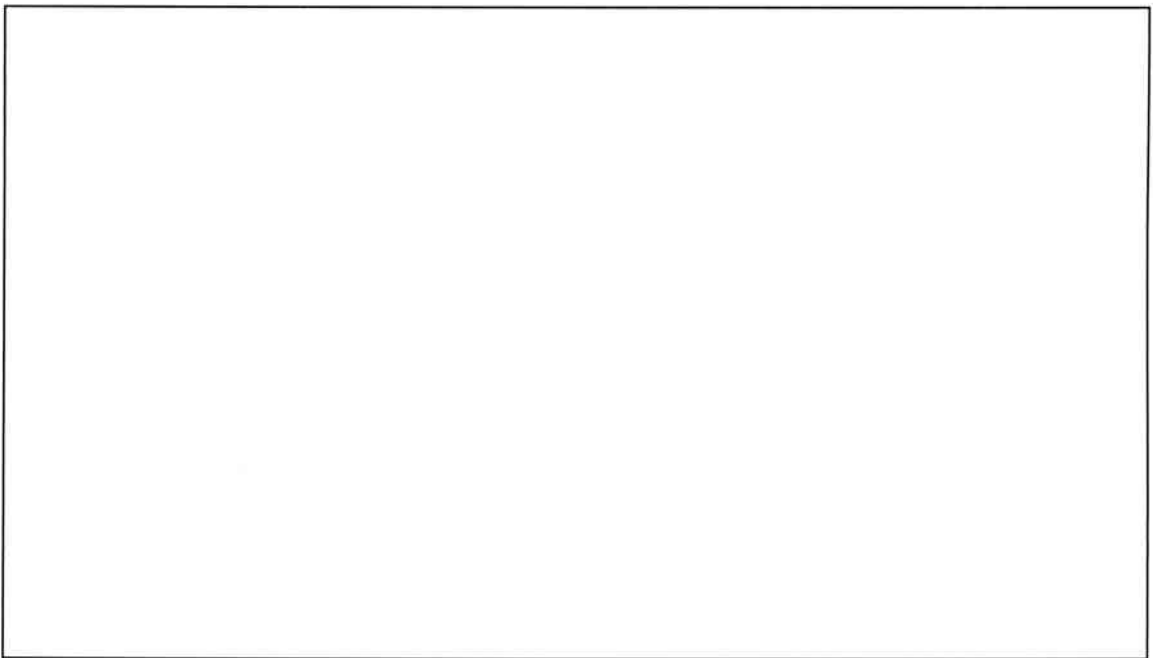
**KAYLYN ANAK BAYAT
(2013885316)**

JUNE 2016

Supervisor's Comments

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Moderator's Comments

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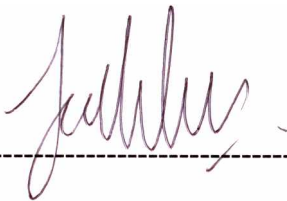
**CLEARANCE FOR SUBMISSION OF THE PRACTICAL TRAINING BY THE
SUPERVISOR**

Name of Supervisor : Madam Noorfadhleen binti Mahmud

Title of Practical Training Report : Sibu Rural District Council (SRDC)
at Wisma Sanyan

Name of Student : Kaylyn anak Bayat (2013885316)

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



(Madam Noorfadhleen binti Mahmud)

Date:

Acknowledgement

Completing this practical training report was a challenging training for us. However, fortunately we had the help of many parties that made this project less difficult. Madam Noorfadhleen binti Mahmud our supervisor for this practical training report kept us motivated and on course during all those moments things were not returned as expected. This practical training report would not have been possible without his continues assistance. We thank him from the bottom of our hearts for being in our moments of need. Thank you very much.

We would like to thank to our lecturer who taught us many things about practical training report but did not tell us that it would be this difficult. We learn a valuable lesson about practical training report in action. Things do not always go as expected or planned. You have to make adjustment but these adjustments must be justified or qualified.

We would like thank God Almighty without whose blessing we will not have successfully completed this study.

Kaylyn Anak Bayat (2013885316)

Declaration

We hereby declare that the work contained in this practical training is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

Name: KAYLYN ANAK BAYAT

Table of contents

Chapter 1: Introduction	
1.0 Introduction	8
1.1 Background	8
1.2 Function and role of SRDC	9
1.3 Objective of SRDC	14
1.4 SRDC policy	14
1.5 Mission and Vision SRDC	14
1.6 Logo	15
1.7 Organization charter	16
1.8 Organization Structure	17
1.9 Head of department	18
Chapter 2: Schedule of Practical Training	
2.0 Introduction	19
2.1 Schedule of practical training	19
2.2 Summary	37
Chapter 3: Task Analysis	
3.0 Introduction	38
3.1 Task analysis	38
3.1.1 Definition of counter service	39
3.1.2 Managing the counter service	40
3.1.3 Reasons for ineffective of counter service	41
3.1.4 Counter service procedure	42
3.2 Counter/customer service management at SRDC	52
3.3 Summary	54
Chapter 4: Recommendation and Suggestion	
4.0 Introduction	55
4.1 SWOT analysis	55
4.1.1 Strength	56
4.1.2 Weaknesses	57
4.2 Recommendation	59
4.3 Summary	60
Chapter 5: Conclusion	
5.0 Introduction	61
5.1 Organization background	61
5.2 Schedule of practical training	61
5.3 Task analysis	62
5.4 Recommendation	62
5.5 Conclusion	63
Appendices	64
References	67

LIST OF TABLE

Table 1.1	Role and function of every department in (SRDC)	9
Table 1.2	Head of department	18
Table 2.1	Schedule of practical training	19
Table 3.1	Task analysis	38
Table 4.1	SWOT analysis	55

LIST OF FIGURE

Figure 1.1	Organization structure	17
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CHAPTER 1 INTRODUCTION

1.0 Introduction

Student of Bachelor in Administrative Science (Hons) in UiTM Campus Samarahan 2 are required to attend a Practical Training ADS667 with the organization that been chosen by the respective student itself. Therefore, to complete the subject of Practical Training Report ADS667, I have chosen the Sibul Rural District Council at Wisma Sanyan, Sibul as the organization to complete my practical training from 20 January 2016 until 16 March 2016.

1.1 Background of the organization

Sibul Rural District Council (Majlis Daerah Luar Bandar Sibul) and also known as (MDLBS or SRDC) is a local authority which administers Sibul rural areas such as Sibul Jaya and Selangau District. Besides that, Sibul Rural District Council (SRDC) is under the purview of Sarawak Ministry of Local Government and Community Development. Furthermore, the establishment of this council is to provide basic amenities, public infrastructure, and professional services to the community under its jurisdiction. Besides that, Sibul Rural District Council (SRDC) was constituted on 1 January 1952 but its birth stretched way back to the 1940s. Moreover, the roots of Sibul Rural District Council (SRDC) can be dated back to 1940 where it was known as "Dayak Local Authority" which was under the chairmanship of Penghulu Imai. In addition, during that times most of their members were comprising of the Iban local chiefs of Sibul. Thereafter it was placed under the administration of the British colonial officers embracing a new

name of The Local Authority Sibü. In 1997 the Council embarked on achieving the Municipal status by 2010.

Apart from that, in 1981 due to a delineation exercise, one of the areas under Sibü Rural District Council (SRDC) was incorporated under Sibü Municipal Council (SMC). Moreover, another area known as Igan region also was incorporated under Matu and Daro District Council in October 1991. Over the last 6 decades, Sibü Rural District Council (SRDC) has evolved from a small council into one of the leading district councils in Sarawak. In other words, today with strength of 76 staffs, it oversees the administration of 2 districts, namely the Sibü and Selangau District covering an area of nearly 6,000 sq. km. Its current population is close to 60,000 which comprised of the Ibans and other bumiputera living in the rural area with the Chinese living in towns and other settlements along the mighty Rejang River.

1.2 Function and Role of Sibü Rural District Council

As a local authority, Sibü Rural District Council (SRDC) is responsible for the development, keep environmental health, and maintain prosperity under its jurisdiction. In other hands, Sibü Rural District Council (SRDC) also committed to provide the best service to the community, especially the taxpayer and stakeholder because they are their main customers in accordance with the 1 Malaysia concept espoused by our Prime Minister Yang Amat Berhormat Dato Sri Najib Tun Abdul Razak that is "people first and performance now".

In other words, Sibü Rural District Council (SRDC) have 8 departments which is Administration and Human Resource department, Treasury department, Rating and

Evaluation department, Public Work department, Library department, Enforcement department and Public Health department.

There are various role and function of every department in Sibul Rural District Council (SRDC) which is:

Table 1.1

Role and function of every department in Sibul Rural District Council (SRDC)

Department	Content
Administration and Human Resource department	<ul style="list-style-type: none"> ❖ General administration and provision of support services. ❖ Management and development of human resources. ❖ Secretariat committee and management of council meeting. ❖ Management of records, documents and correspondence. ❖ Coordinate the quality of development programs and continuous improvement. ❖ Customer complaints management.
Treasury department	<ul style="list-style-type: none"> ❖ Revenue management ❖ Expenditure management

	<ul style="list-style-type: none"> ❖ Accounting management ❖ Payroll and loans management
<p>Rating and Evaluation department</p>	<ul style="list-style-type: none"> ❖ Revalue again all assessment bills. ❖ Provides assessment bills services. ❖ Provides/prepare assessment bills collection report monthly and annually. ❖ Process management of reclaiming assessment bills. ❖ Provides the estimated assessment bills/the proportion of the annual budget. ❖ Perform claim payment rate from the government agencies. ❖ Processing of applications for exemption and reduction of assessment bills.
<p>Public Work department</p>	<ul style="list-style-type: none"> ❖ Manage the implementation of development projects. ❖ Maintenance of infrastructure and facilities that has been provided like roads, ditches/drains, street lighting, recreational parks, and buildings. ❖ Manage and process the tender and contract agreement. ❖ Manage application of building plan approvals and the issuance of occupation permit.

	<ul style="list-style-type: none"> ❖ Designing, implementing and monitor the implementation of the project including the work maintenance. ❖ Providing report of performance of development project.
<p>Library department</p>	<ul style="list-style-type: none"> ❖ Administer and manage the public library. ❖ Prepare and provide library books and various other reading materials. ❖ Manage applications for publics to become the membership of library. ❖ Update records and inventories of books in library. ❖ Management of books according to its classification and provide a catalog of books. ❖ Responsible for the safety of books and cleanliness in library. ❖ Collecting and compiling statistics relating to the operation of the library.
<p>Enforcement department</p>	<ul style="list-style-type: none"> ❖ Enforcement of council law and ordinances of local authorities. ❖ Prepare a report of enforcement activities. ❖ Issue a notice and take legal action against offenders who refuse to comply with the rules

	<p>and regulations.</p> <ul style="list-style-type: none"> ❖ Secretariat for urban poverty eradication program (Program Pembasmian Kemiskinan Bandar (PPKB).
<p>Public Health department</p>	<ul style="list-style-type: none"> ❖ Responsible for health and environment in areas under its jurisdiction such as solid waste collection, street cleaning and others. ❖ Control of infectious diseases such as dengue fever and others. ❖ Quality control and food safety in the area which is under the jurisdiction of the council. ❖ Manage maintenance and cleanliness of market and public toilets. ❖ Processing applications for various licenses. ❖ Review the building plans and issuance of certificates of building. ❖ Enforcing acts and regulations related to public health.

1.3 Objectives of Sibul Rural District Council

“Aiming to provide a quality, economical and modern basic amenities, public infrastructures and professional services to all the populace residing in our areas of jurisdiction, fairly distributed and allocated to, based on the urgency and priority needs.”

1.4 Sibul Rural District Council (SRDC) policy

Ministry of Environment and Public Health and Local Authority is committed towards providing quality basic services in a professional manner in accordance with the quality objectives for customer satisfaction and improved on an ongoing basis:

This policy can be achieved through:

1. Continuous improvement of basic services in the jurisdiction in accordance with the policies and objectives of the Government.
2. Comply with the Quality Management System Standard (EN ISO 9001: 2008).
3. Creating a consider revising working atmosphere.
4. Improving the quality of human resources and competent.

1.5 Mission and Vision of Sibul Rural District Council

1.5.1 Mission

SRDC is committed to elevate the quality of life of the community through quality municipal services and infrastructure.

1.5.2 Vision

SRDC as a model Centre's of community advancement by 2020.

1.6 Logo



This logo is formed from three basic circles, the lower reinforcing the one above it and so forth. This signifies the support that the council is receiving from government grants, rate assessments and license fees. Besides that, green demonstrates the council's urgency in beautifying and preserving the environment.

In other words, the mini globe represents the council and the starburst in the center reflects the various functions undertaken by the council. Furthermore, it also indicates the effort of the council to further develop the rural areas in Sibuan. Moreover, orange is symbolic of multicultural wealth. While, blue signifies the sense of 'oneness' among the staffs in the Sibuan council.

Apart from that, the three solid lines pointing upwards signify the council's vision. It portrays their ambition and continuous quest for excellence. Whereas, the vertical line is represents the support from the people.

1.7 Organization Charter

1. Respond to the complaint within twenty-four (24) hours and the status of the action on the complaint should be within a period not exceeding three (3) working days on the date of complaint was received.
2. The building plan application will be processed and submitted to external agencies/internal section that are related for the review within fourteen (14) working days.
3. The building plan was brought to the Council Committee Meeting not exceed than fourteen (14) working days after got approval from all of relevant/related agencies.
4. "Occupation Permit" shall be issued within (2) working days.
5. All claims fees must paid within ten (10) working days.
6. Domestic waste should be collected at least two (2) times a week and should be accordance with collection schedule set by the Council.
7. Take an action within three (3) working days for each offense/ misdemeanor.
8. Business license application results should be issued within three (3) working days.
9. Assessment bill should be sent to the customer by on April 30 and September 30 in each year.
10. Minutes of the Council shall be prepared and distributed within seven (7) working days.
11. At least 95% of employees Grade 22 and above should be attending training at least 42 hours a year.

12. Implement community development programs with the publics/non-governmental organizations in accordance with the planned schedule and can be executed 85% in the current year.

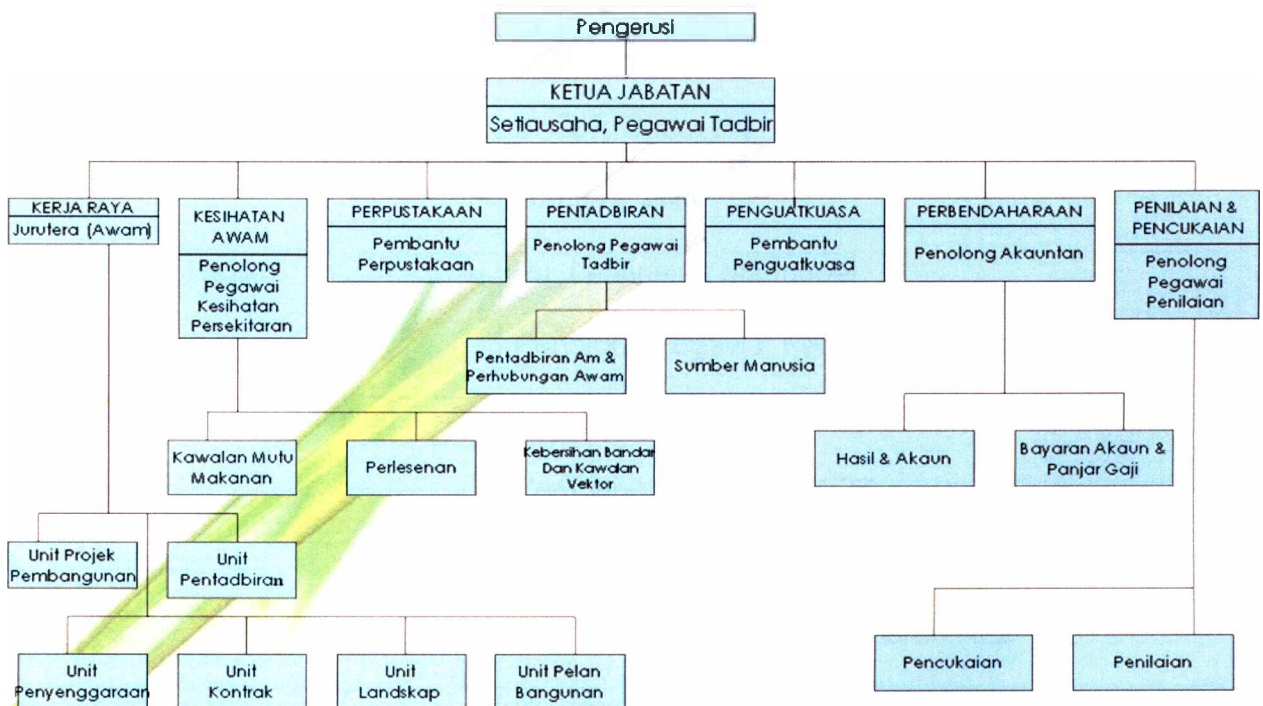
13. At least 85% of approved development projects should be completed in the current year.

1.8 Organization structure

Figure 1.1

Organization structure

CARTA ORGANISASI MAJLIS DAERAH LUAR BANDAR SIBU



1.9 Head of Department

Table 1.2

Head of Department

No	Department/Section	Name/Position/Head of Department
1.	Secretary	Encik Justani Haji Joni Pegawai Tadbir, Gred N44
2.	Management Services	En. Anis Abdullah Penolong Pegawai Tadbir, N36
3.	Human Resources Unit	Pn. Manjenah ak Ansi Penolong Pegawai Tadbir, N32
4.	Treasury	Pn. Rapidah bt. Haji Hifni Penolong Akauntan, N32
5.	Public Work	Ir. Goh Thiam Ho Jurutera, N41
6.	Public Health	Pn. Lentina ak Maringgai Penolong Pegawai Kesihatan Persekitaran, U32
7.	Rating and Evaluation	En. Baleli ak Banta Pembantu Penilaian, W22
8.	Enforcement	Encik Affindie Razali Pembantu Penguatkuasa, Gred N22
9.	Library	Pn. Roswati bt. Mid Pembantu Perpustakaan, S17

CHAPTER 2 SCEDULE OF PRACTICAL TRAINING

2.0 Introduction

The second chapter will summarize all the daily task assigned and have been done at Sibu Rural District Council by which I had been to be placed under the Public Health Section during nine week of my practical training. At the Sibu Rural District Council, there are eight departments, which are Administration Section, Public Work Section, Public Health Section, Treasury Section, Rating Section, Enforcement Section, and also Library. As the entire under the Public Health Section, therefore it is given me the opportunity to work. It is the advantages and benefits for me to get as much experiences from the Public Health Section.

2.1 Schedule of Practical Training

Table 2.1

Schedule of Practical Training

WEEK	TASKS
Week 1 (20/01/2016- 22/10/2016)	Today (20/01/2016) I started my practical training at Sibu Rural District Council (SRDC). On the first day of practical training I had to learned and know first about the vision, mission, objectives and functions of Sibu Rural District Council (SRDC). In additional, Sibu Rural District Council (SRDC) have eight departments which are Administration department,

Human Resources and Development department, Public Work department, Public Health department, Treasury department, Rating and Evaluation department, Enforcement and Library. Then, I was given task to arranged and compiled documents by according to its alphabet. This is because, documents should be arranged in sequence so they can be placed in the proper way and we are able to find it without difficulties. Moreover, arranged and compiled documents according to its alphabet will help us to be organized, systematic and efficient. Then, I was assigned to update all the file and filing documents. The files were kept systematically and easy to find in a future if we need it.

The next day of the first week, I was moved or assigned to Public Health department on second day of practical training. Besides that, I was given a task to doing/typing the list name of business license which was renewed such as Native Village Shop. Moreover, doing/typing the list name of business license by according to its alphabet. Then, after that I was given task to arranged and compiled business license by according to its alphabet. In additional, during the first week of practical training I was invited/attending a 9th Annual Meeting Dinner at Kingwood Hotel, Sibuhut.

The next day of the first week, I had to continue with my previous task that is typing the list name of business license 2016 which is Food Shop, Native Village Shop, Tea and Coffee Shop, Beer Type D, Fruit and

	<p>Vegetables, Brick Burner, Boat Hawkers, Barber, Isolated Shop, Itinerant Shop, Restaurant, Food Stall and Table, Canteen/Eating, Entertainment etc. Besides that, I was given task to compile the minutes of meeting paper which to prepare for the Full Council Meeting 1/2016 on 25/01/2016. Other than that, I also learn how to answering call or learn how to serve customer through the phone. There are several steps answering calls which are answer with a friendly greeting. Example "Good Afternoon". Ask the caller for their name, even if their name is not necessary for the call. This shows you have taken an interest in them and hear the complaints clearly from the caller. Furthermore, I was assigned to deal with Public Health work or tasks.</p>
<p>Week 2 (25/01/2016- 29/01/2016)</p>	<p>On the first day of second week, I had to attending a Full Council Meeting (1/2016). Besides that, during a Full Council Meeting (1/2016) I was assigned to record/write a minutes of meeting. Furthermore, I was able to learning to take minutes of meeting. Moreover, Full Council Meeting should be conduct or organized once a month. On the same time, I still continued typing the list name of business license 2016 and arranged/compiled business license by according to its alphabet.</p> <p>In other hands, on the next day of the second week, I had to continue with my previous task that is arranged/compiled business license by according to its alphabet. Moreover, I was given a task that learns how to serve customer at the counter. At the same time, the renewal of</p>

business license has been conducted within 42 days. Besides that, the counter services is too busy because handle the renewal of business license such as take a business license that has been renewed, open issues/medical checkup for the certain of business license which is Food Shop, Tea and Coffee, Canteen/Eating, etc.

On the next day of second week, I had to attending a Workshop/Seminar (Kajian Semula Pelan Staretegik dan Pelan Integriti Organisasi) (27-28 January/2016) at Premier Hotel, Sibul. Besides that, this workshop/seminar was conducted by guest speaker/facilitator that is Mr. Peter Jambai. Furthermore, Mr. Peter Jambai is an experience trainer and HR consultant. Moreover, Mr. Peter Jambai also has been actively in HRD since 1990 and had delivered human resource and organization development programs to clients in government and privates companies in Malaysia, Brunei and Indonesia for managerial and professional group and support staff.

In additional, on the next day of second week, I had to attending a Workshop/Seminar (Kajian Semula Pelan Staretegik dan Pelan Integriti Organisasi) (27-28 January/2016) at Premier Hotel, Sibul as a Participant and Secretariat. Furthermore, during this workshop there are activities was been organized like we were divided to each group and then we had to do discussion among our group regarding about organization strategic plan and integrity plan. Then, at the end of discussion I was given a task

to doing a presentation for our group.

The next day of second week, I was given a task to typing/make a procedure of renewal the business license. In other word, procedure of renewal the business license is very important because an application of business license must follow every step that already given by the organization.

There are 9 steps application of business license.

1. Fill in the license application form.
2. Submit the completed form to the council office which must be attached with 2 photos, 1 copy identification card number, amount must be paid RM2 and prepare all related document as being mentioned in the form.
3. The completed form would be submitted to the licensing and business department meeting for further action.
4. Once approved in the meeting, then it will be endorse in the Full Council Meeting.
5. After that, the form will be key-in into e-Ela system.
6. Prepare letter which must be sign by the head of public health's department and to inform all application that already submit their form.

	<p>7. Make a call to every application to inform their license has been approved and released. Therefore, the license should be paid to the counter.</p> <p>8. Applicant must apply for doctor consultation.</p> <p>9. Once approved by the doctor, the completed form should be submitted to the public health counter section to be release.</p> <p>Furthermore, I had to continue with my previous task that is typing the list name of renewal a business license and also arranged/compiled a photocopy renewal the business license by according to its alphabet.</p>
<p>Week 3 (01/02/2016- 05/02/2016)</p>	<p>On the first day of third week, I had to continue with my previous task that is typing the list name of renewal a business license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Besides that, I was given a task to submit the document to the Secretary Office (Administration Department).</p> <p>In other hands, on the next day of the third week, I had to continue with my previous task that is typing the list name of renewal a business license. Moreover, I was given a task to serve customer at the counter which to handle the renewal of business license such as take a business license that has been renewed, open issues/medical checkup etc. besides that, I was given a task from head of Public Health department to</p>

submit the document to the Secretary Office (Administration Department).

In additional, on the next day of third week, I had to continue with my previous task that is typing the list name of renewal a business license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Then, after typing the list name of renewal a business license, print out that a list of names of business license. Besides that, answering calls that are about complaints of garbage. Then, I will tell about that message or complaint to the head of the Public Health unit which who are handle garbage in Sibul rural area.

In other hands, on the next day of the third week, I had to continue with my previous task that is arranged/compiled business license by according to its alphabet. Furthermore, serve customer at the counter which is renewal a business license and learn more how to serve customer at the counter which who are need to apply a new of business.

The next day of third week, I had to continue with my previous task that is typing the list name of renewal a business license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Moreover, I was given a task that Photostat/compile a terms and policy for standing committee for business and licensing.

<p>Week 4</p> <p>(08/02/2016-12/02/2016)</p>	<p>On the first day and second day of fourth week, public holiday which is Chinese New Year.</p> <p>The next day of the fourth week, I had to continue with my previous task that is typing the list name of renewal a business license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Besides that, I had to serve customer at the counter.</p> <p>The next day of fourth week, I had to serve customer at the counter. In addition, I also had to continue with my previous task that is typing the list name of renewal a business license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Furthermore, I had to Photostat/compile a renewal business of license with the old business of license.</p> <p>In other hands, on the next day of the fourth week, I had to continue with my previous task that is typing the list name of renewal a business license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Besides that, at that time is the last day of renewal business license because it will be conducted within 42 days. Then, after 42 days, the business of license will be imposed a compound at the amount RM50 for each of license.</p>
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<p>Week 5</p> <p>(15/02/2016-19/02/2016)</p>	<p>On the first day of fifth week, I had to serve customer at the counter which is a renewal business of license. In addition, that day is the first day to impose a compound at the amount RM50 that who are not yet to renewal of business license before 42 days. Besides that, I had to continue with my previous task that is typing the list name of renewal a business license. Furthermore, I was given a task to Photostat a minute of meeting and after that distribute that minutes of meeting to each staff at Public Health Department. Then, I had to continue with my previous task that is to arranged/compiled a business of license by according its alphabet.</p> <p>In additional, on the next day, I also was given a task to photocopy/photostat a minutes of meeting. Then, after those minutes of meeting had been photocopy/photostat I need to compile it. Apart from that, I was given a task to photocopy/photostat a report by Public Health and environment Section for the month of November 2015. Besides that, I was given a task to photocopy/photostat a food sanitation unit report such as food premises inspection and food sampling. I also was given task to serve customer at the counter.</p> <p>Apart from that, on the next day, I was given a task to compile all a minutes of meeting report by Public Health and Environment Section. Besides that, I also was given task to serve customer at the counter. Furthermore, I had to continue with my previous task that is typing the list</p>
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name of renewal a business license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number.

On the next day, I was given a task to serve customer at the counter. In addition, I was given a task to photocopy/photostat a miscellaneous bill and photostat a vector control report. Then, after those vector control report had been photocopy/photostat I need to compile it. Apart from that, I was given a task to answering calls that is about the complaints of garbage. Besides that, on that day I was attending a Chinese New Year Dinner (SRDC) at Premier Hotel, Sibuluan.

In other hands, on the next day I was assigned to serve customer at the counter and answering calls that is about the complaints of garbage. Besides that, I was given a task to attending a standing committee for Environmental and Public Health meeting. Besides that, during a standing committee meeting I was assigned to record/write a minutes of meeting.

On the next day, I was attending a Community Development Programs at Penas (Program Pembangunan Komuniti, Kebudayaan, Sukan, dan Belia di Penas 2016). Furthermore, Community Development Programme at Penas (Program Pembangunan Komuniti, Kebudayaan, Sukan, dan Belia di Penas 2016) was organized on 21 February 2016 (Sunday). Moreover, Community Development Programme at Penas

was officiated by YB Dato Sri Wong Soon Koh (Minister of Finance II, Minister of Local Government & Community Development). While this program has been carried out many activities had been organized by SRDC such as football competition, bertaboh and ngajat competition , karaoke competition , sepak takraw competition , poco – poco competition , lucky draw and menganyam ketupat competition. This program had been carried out to strengthen more the relationship between the leaders, Sibu Rural District Council (SRDC) staffs and others government agencies with community at Penasu. Apart from that, during this program there are many stalls were opened, most of stalls were opened by local people at Penasu area only. Hence, with this it may help them to generate their own income.

Week 6

(22/02/2016-
26/02/2016)

On the first day of sixth week, I was assigned to serve customer at the counter such as the matters that related to the license. In addition, I was given a task to photostat a monthly rent collection of the business. Then, I was given a task to typing/tagging a monthly collection file of the business. Besides that, I was given a task to update files and filing documents. First thing I should do is I need to put the new documents (letters, memos, reports, financial records, and policy documents) in the correct category (file) and write/record it in the filling key immediately. Besides that, filing documents depends on how busy your office is. In less busy organizations filing is done at least every day and usually first

thing in the morning. In a very busy office you could do filing documents once or twice a week. A filing system is known as the central record-keeping system for an organization. Furthermore, we need to update and filing documents because it helps us to be organized, systematic, efficient and transparent. Moreover, it also helps all people who should be able to access information to do so easily. In addition, I was assigned a task that is answering calls which about the complaints of garbage and also asking about the business of license.

Apart from that, on the next day, I was given a task to photocopy/Photostat a minutes of meeting. Then, after those minutes of meeting had been photocopy/photostat I need to compile it. Furthermore, I was to assign a task to serve the customer at the counter and after that, I had to continue with my previous task that is arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number.

In addition, on the next day, I was given a task to serve customer at the counter, filing document and continue with my previous task that is arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Besides that, I was assigned a task to submit a document to the Secretary Office (Administration Department). Then, I was answering calls that are about a business of license.

	<p>Besides that, on the next day, I was answering calls that are about the complaints of garbage and also asking about a business of license. In addition, I was assigned a task that is photostat a report of Public Health and I was given a task to serve customer at the counter. Moreover, in front counter we will deal with different kind of customer's behavior so we should make our customers feel welcome and dealing with their orders correctly and quickly.</p> <p>On the other hand, on the next day, I was assigned a task to compile all a minutes of meeting and then, I was assigned to submit/binding those minutes of meeting to the Administration Department. Furthermore, I was given a task to serve customer at the counter. Besides that, I was assigned a task to binding a term and policy for standing committee for business and licensing which to prepare for a Full Council Meeting 2/2016.</p>
<p>Week 7 (29/02/2016- 04/03/2016)</p>	<p>On the first day of seventh week, I was assigned to serve customer at the counter/assisting the front counter. Moreover, in front counter we should make our customers feel welcome and dealing with their orders correctly and quickly. Besides that, I had to answer phone call and received a message from the customer. Other than that, I was given a task to typing/tagging/laminate a file tag. Moreover, tagging a file also might help us able to find it easily and quickly in a future. Other than that, I was</p>

given a task to typing/tagging/laminate a file tag and Photostat a letter.

In additional, on the next day, I was given a task to removing the wrapping paper from the cabinet. Means that, to make it clear and tidy of the file cabinet. Besides that, I was given a task to serve customer at the counter. Moreover, in front counter we will deal with different kind of customer's behavior so we should make our customers feel welcome and dealing with their orders correctly and quickly.

Apart from that, on the next day, I was given task to record/write a new application license (Rekod Pembaharuan Lesen Market Basah/Kedai Makan Sibu Jaya). Besides that, I was given a task to serve customer at the counter and answering calls. Moreover, in front counter we will deal with different kind of customer's behavior so we should make our customers feel welcome and dealing with their orders correctly and quickly. On the other hand, I was given a task to photocopy/photostat documents/letter which approved a business of license letter.

On the next day of seventh week, I was a given a task to update files and filing documents. Properly manage filing documents everyday helps organization to control the flood of information. Therefore, it might help organization to be organized, systematic, efficient and transparent. Besides that, I was assigned to assisting the front counter/serve customer at the counter. Moreover, in front counter we should make our customers feel welcome and dealing with their orders correctly and

quickly. In addition, I had to assign that record/write a new application business of license. Other than that, I was given a task to typing/tagging/laminate a file tag. Moreover, tagging a file also might help us able to find it easily and quickly in a future.

In other hands, On the next day, I was given a task to Photostat a minute of meeting (Mesyuarat Ke-2 Bahagian Kesihatan Awam) and photosat a travelling programmed (Travelling claim). Besides that, I was given a task to serve customer at the counter which is about a trade license, renewal license etc. Moreover, in front counter we will deal with different kind of customer's behavior so we should make our customers feel welcome and dealing with their orders correctly and quickly.

In additional, on seventh week of my practical training, I was attending an Opening Ceremony of Sibujaya Library new building (Majlis Perasmian Pembukaan Bangunan Baru Perpustakaan Awam Sibujaya). Furthermore, Opening Ceremony of Sibujaya Library new is building (Majlis Perasmian Pembukaan Bangunan Baru Perpustakaan Awam Sibujaya) was organized on 05 February 2016 (Saturday). Moreover, Opening Ceremony of Sibujaya Library new is building was officiated by YB Dato Sri Wong Soon Koh (Minister of Finance II, Minister of Local Government & Community Development). Besides that, during that day I was given a task to being as AJK Protocol. Furthermore, during Opening Ceremony of Sibujaya Library new is building there are activities has

	<p>been organized like colouring contest especially for children's at Sibujaya area.</p>
<p>Week 8 (07/03/2016- 11/03/2016)</p>	<p>On the first day of eight week, I had to attending a Public Health Department Meeting (2/2016). Besides that, during a Public Health Department Meeting (2/2016) I was assigned to record/write a minutes of meeting. Furthermore, I was able to learning to take minutes of meeting. Moreover, Public Health Department Meeting should be conduct or organized once/twice a month. In addition, I was given a task to Photostat/compiled a (Laporan Keputusan Analisis Standard Mikrobiology). Apart from that, I had to assign a task to submit a document to the Administration Department such as travelling programmed, leave form, travelling allowance claims, (Kebenaran menggunakan Kenderaan Majlis@Mengeluarkan Kenderaan Majlis dari Depot), (Pertukaran Nama Syarikat KFC Sdn Bhd), permission approval to use the Selangau dumping site etc. Then, I was given a task to typing a name of distribution list. In other hands, I was assigned to make an official letter (Program Ceramah Kesihatan). Then, that letter was check by the head of Public Health unit and that letter submits to the Administration Department to signed/approve by the Secretary of Sibu Rural District Council (SRDC).</p> <p>In addition, on the next day, I was given a task to serve customer at the counter. Moreover, in front counter we will deal with different kind of</p>

customer's behavior so we should make our customers feel welcome and dealing with their orders correctly and quickly. Then, I was given a task to typing a name of distribution list. In other hands, I was assigned to make an official letter (Program Ceramah Kesehatan). Besides that, I was given a task to photocopy 60 set of (Tentatif Program Ceramah Kesehatan dan Alam Sekitar) and photocopy the document (Borang Pendaftaran Ordinan Nama Perniagaan). Apart from that, I was given a task to typing a plan of action for food safety and quality unit 2016.

On the next day on eight week, I was given a task to typing a name of distribution (Senarai Agihan Untuk Tuai Rumah) and photocopy that name list 16 set. On the same day, I go to clinic because I'm not feeling well and the doctor gives me sick leave for two day (09-10 March 2016).

On the next day on eight week, I was given a task to serve customer at the counter. Moreover, in front counter we will deal with different kind of customer's behavior so we should make our customers feel welcome and dealing with their orders correctly and quickly. Besides that, I was given a task to filing document and continue with my previous task that is arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Other than that, I was given a task to typing/tagging/laminate a file tag. Moreover, tagging a file also might help us able to find it easily and quickly in a future.

<p>Week 9</p> <p>(14/03/2016-16/03/2016)</p>	<p>On the first day of nine week, I was given a task to photocopy one set of monthly collections. On the same day, all staff at Public Health Department providing farewell party after the final weeks of practical training completed. I was given a task to serve customer at the counter. Moreover, in front counter we will deal with different kind of customer's behavior so we should make our customers feel welcome and dealing with their orders correctly and quickly. Besides that, I was given a task to photocopy/compile minute of meeting (Monthly Statement for collection of license fees, Ringkasan Kutipan dan Bilangan lesen bagi bulan Februari 2016, Statement on Collection for Pasar Tamu and Pasar Malam, Permit fee for Sibujaya and Selangau).</p> <p>On the next day on nine week, I was given a task to photocopy 15 set of (Kertas Cadangan/Penguatkuasaan terhadap Penggunaan Styrofoam) and photocopy 80 set of vectorcontrol report for the month Februari 2016. Besides that, I was given a task to filing document and continue with my previous task that is arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number. Apart from that, I was assigned to make bill payments to Treasury Department. Then, I was given a task to compile minute of meeting and typing/make a table (Permohonan untuk Mendapatkan Maklumat Ahli Persatuan Penjaja dan Perniagaan Kecil bagi Pengumpulan Maklumat Penjaja dan Perniagaan Kecil di Malaysia).</p>
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<p>On the last day on nine week, I was given a task to continue to compile minute of meeting (Licensing) and Photostat minute of meeting 2/2016. In other hands, I was assigned to make an official letter (Program Ceramah Kesehatan). Besides that, I was given a task to arranged file of licensing and typing/tagging/laminate a file licensing tag. Moreover, tagging a file also might help us able to find it easily and quickly in a future. Besides that, I was given a task to attending a standing committee for Environmental and Public Health meeting.</p>

2.2 Summary

During the training in Sibul Rural District Council, all the tasks done had been recorded in the log book. As I was attached in one department which Public Health Department, I was gain as much experience that I learnt. Especially more on to the business license and learn how to manage the license properly. There are so many benefits that I got from Sibul Rural District Council which I gained the skill to operate the office equipment very well.

Besides that, I have learnt to manage minute meeting for organization. I have learned on organizational culture. I also learned on how to handle the counter service in order to ensure the customers satisfied with my services. These are learned and re-learned, passed on to new employees and continues on as part an organization core identify.

CHAPTER 3 TASK ANALYSIS

3.0 Introduction

This chapter will analyze the practical report. This analysis was specifically focusing on one of the task as covered on the practical training handbook. This chapter also reflects the definition of concepts of the specific area of the practical training. Demonstration of practical training and theoretical aspects as how a student transforms knowledge gained at workplace to reinforce understanding on the concepts learned in classroom will be explained and describe.

3.1 Task Analysis

During the training attachment, there were quite number of new work experience that I has been discovered which is very essential for me to know. Before this, we were more on theoretical and classroom study only, but when I was on practical training, I was exposed to the real working environment. We need to apply all the theory and concept that we have study in classroom into practical carried out the task that we had assigned. While I was on training, there were several of task that were assigned to me where some of the tasks are not related to our fields of study. Although the task was not related, it is good for me to enhance my general knowledge and at the same time, we know something from other field of study.

Besides that, during my training, I have done task such as managing the counter services. In every organization, department and office, office management is very important. It shows how the management handles and administrates all the office affairs

smoothly and systematic way to avoid and delay or slow process. The concepts of effective and efficiency are very vital because it is dealing with public affairs and it reflects the image of the organization.

Table 3.1

Task analysis

Term	Task Analysis
<p>3.1.1</p> <p>Definition of counter services</p>	<p>Communication is an important medium in the context of human socialization. The process of communication makes living harmonious, through the shared interaction and information sharing between an individual (Schramm & Roberts, 2006) which occurs naturally. Within an organization, there is interaction mechanism between groups and individuals (Md Yusuf Anim, 1997; Shukri, 1998 & 2004) which allows communication to be focused towards critical and creative problem solving (Shukri, 2009 and Berger, 1998). Besides that, an example of the trend within the mechanism would be General Public Communication, which includes service counter communications. Service is any act, performance or experience that one party can offer to another and that is essentially intangible and does not result in the ownership of anything. Apart from that, its production may or may not be tied to a physical product.</p> <p>On the other hand, the public service can be defined as service</p>

	<p>provided or supported by a government or its agencies. It also refers to the activities and jobs which are provided or paid for by a government, especially through the civil services. The agencies involved in providing public service for or on behalf of a government to the public, (Christopher L.L & Jochen Wirtz).</p>
<p>3.1.2 Managing the counter services</p>	<p>In organization, fulfilling customer satisfaction is very important. It is a part of staff jobs. Customers do not ask for too much, it is enough if staff can provide them with clear information, courtesy, the ability to answer them politely and service can easily be accessible. In service oriented organizations, staffs have a big responsibility to treat customers well. This is because service is their core business like universities, consultants and airlines.</p> <p>Besides that, staff must be professional in dealing with customers. There is no emotional influence in delivering services to customers. Professionalism is the combination of all the qualities that are connected with trained and skilled people (Cambridge Advance Learner's Dictionary, 2007). Apart from that, staff professionalism refers to the ability, capability and courtesy in dealing with customer. The personal qualities and values among individual public officials are key factors that need, team spirit and close rapport among employees of an organization.</p>

<p>3.1.3</p> <p>Reasons for ineffective of counter services</p>	<p>As reported by CUEPACS (2007) in its survey, generally, customers find counter service's staff in public agencies unfriendly and unprofessional. According to Car (1996) stated that public organization front liner is not welcome and unfriendly compared to private organization. The below show some of the reasons why the public organization not effective in giving a service:</p> <ul style="list-style-type: none"> a) The verbal and non-verbal communication. The staff does not smile and sometimes them not even answering in a proper ways when the customers ask them a question. The communication also too formal in the some organization. b) The lack of suitable reading materials. Most of the counter service in the public organization does not have a suitable reading at their waiting area. As we all know, reading materials one of the important materials in the waiting area in order to ensure the customers satisfied with our services. It can help take care of the boredom and stress of waiting. c) The counter environment. There are situation where the staffs always not at their front liner. Sometimes there are some staffs that not bother about the customers who come to the organization, even though he or she have been asking to help in handling the front liner while the person not available. d) Too many instructions than information. These situations happen when the customers need to wait for a long period
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	<p>without knowing how many hours they need to wait for the services. When the customers want to get information, the staffs only instruct them to wait. These situations can make the customers give a negative feedback when the organization asks for their customer's feedback in the future.</p>
<p>3.1.4 Counter service procedure</p>	<p>The service counter consist of three part which is the first one is in front of the counter – where customers wait for services, the second is at the counter – where services are delivered and the third part is behind the counter – where support services are provide.</p> <ul style="list-style-type: none"> i. In front of the counter. The members of the public should be provided with appropriate and adequate facilities that lead them to the counter such as; <ul style="list-style-type: none"> a. Easy accessibility. As far as possible, counter/customer services should be centrally located. b. Must give the directional signs. Where the clear directional signs should be visible and give directions regarding location and type of services offered. c. Waiting area. The waiting area should be kept clean, well-ventilated and equipped with comfortable visitor's chairs.

d. Notice boards/magazines racks. Whenever possible light reading materials should be provided. Besides that, information regarding the various types of services offered and requirements to benefit from the services should be clearly stated in the citizen's/customers charters and notice boards.

e. Queuing system. Queues should be streamlined to avoid discomfort and dissatisfaction of customers. The queuing system adopted should take into account the arrival rate of customers, waiting facilities, area available and crowd management techniques. Besides that, depending on the type of services offered, the most appropriate queuing system can be adopted from the following ; one queue for one service counter, one queue for multiple counters offering a similar services, multiple queues for multiple counters imparting similar services and multiple queues for multiple counters providing various services.

f. Calling system. To reduce long queues at the counter and ensure a fair treatment to all customers, one can have recourse to a calling system whereby customers remain seated after they have been allocated a number.

These numbers can be issued through electronic machines or from counter at the entrance. If the calling system is adopted, it is important that seats be installed as appropriate in waiting areas to enable customers to see clearly the numbers displayed at the counter or to hear the numbers being called by the counter staff.

ii. At the counter. The quality services should be delivered in a professional manner. Enquiry counters should be easily accessible and be equipped with appropriate forms, guidelines and pamphlets regarding services provided. Officers posted at the counters should be knowledgeable about the activities of the organization and be in a position to properly channel and advise members of the public accordingly.

❖ **Pre-counter activities.** Prior to the opening of the counter, it is essential to ensure that the following pre-counter activities be carried out before the start of each day for the smooth delivery of services. Besides that, the availability at the counter of documents such as application forms, explanatory notes, information sheets, brochures, etc. in adequate quantity, that all equipment and date stamps are in good working order, the working environment of the counter is clean all lights

are switched on, that the waiting area and queuing area are clean, the counter is opened at specific times, the officer at the counter should be present at least the minutes before the counter is opened. Moreover, she/he should be smartly dressed and wear nametags for easy identification by customers.

❖ **There are several elements of good habits and bad habits:**

Good habits

- a) Be punctual
- b) Have someone replace oneself at the counter in case of lateness
- c) Maintain a smart and neat appearance
- d) Receive customers feel at ease
- e) Offer a seat when appropriate
- f) Be polite and courteous at all times
- g) Always be ready to help and assist
- h) Maintain the same positives attitude with each and every customer
- i) If the service is not delivered at the counter, redirect customers to the respective schedule

officers

- j) Listen with empathy and pay attention
- k) Refrain from interrupting customers
- l) Give customers relevant, sufficient and reliable information
- m) Look at customers when speaking
- n) Always say please and thank you
- o) Be patient as well as open suggestions and comments
- p) Guide customers in filling forms
- q) Informs customers politely if they fill forms incorrectly or fail to bring the necessary documents
- r) Open additional counters or extend counter service time, if required
- s) Keep a professional and high standard working atmosphere
- t) Always say goodbye and ensure that customers are satisfied when they leave.

Bad habits

- a) Arriving late the counter or making people wait before opening the counter

- b) Dress inappropriately when on duty at the counter
- c) Not greeting members of the public
- d) Being rude to customers (For example, an unkind remark or a nasty look)
- e) Discriminate amongst customers
- f) Challenge, argue, scold or ill-treat customers even if they do not fill in forms appropriately or forget important document
- g) Give incorrect and inaccurate information
- h) Read, eat, drink, speak and laugh loudly
- i) Make customers wait at the counter by conversing or talking for a long time over the telephone while dealing with customers
- j) Allow customers to wait too long without acceptable reasons
- k) Misdirecting customers to other sections or misunderstanding people's specific requirements

iii. Behind the counter.

Management role. Management should ensure the development of human resources so as to enable front-line officers to deliver an excellent counter service. The adoption of the following five principles

help to achieve a quality counter/customers service such as establishing a customer driven strategy, setting of performance standards, manpower management and improving systems and work procedures and also role of support staff.

1. Establishing a customer-driven strategy. This principle takes into account the specific needs of customers in designing an efficient and effective service. Some examples of customer-driven strategies are:

- ❖ One stop counters-centralize all counter/customer services provided by several Ministries/Department at one place. This enables members of the public and businesses to obtain various services provided by Ministries/Departments at these counters and save them going from place to place.
- ❖ Decentralization of services: As far as possible, counter/customer services should be decentralized and located at branch or mobile officers so as to be close to customers, easily accessible and more convenient.
- ❖ Extending of service time at counters: Efforts should be made for counters to be open when a large number of customers are expected to be free that is before the

actual opening time of most officers and after office hours, during lunch time and on Saturdays.

❖ Enquiry services through telephone/internet: Phone enquiries and queries through e-mails should be treated with due diligence and answered efficiently in a timely manner. Queries can be efficiently handled through computer databases where updated records can be easily accessed to provide accurate information whenever required.

2. Setting of performance standards. Performance standards should be set by management and monitored to ensure that services delivered are according to expected standards. The publication of organization's citizen/customer charter and what is expected from the organization from them. The use of an effective feedback and complaints mechanism will enable citizens to evaluate the performance of the services provided and express their complaint, suggestions and expectation. Besides that, feedback can be obtained through: suggestion box/emails, customer feedback from and customer surveys.

3. Manpower management. In order to achieve a quality counter/customer service, it is important that counter staff be properly selected, trained and retrained. They should have a

pleasant personality and be emotionally stable when dealing with all types of customers. An adequate number of staff should be provided in relation to the workload. Their knowledge and skills should be enhanced through focused training in customer care and they should be provided with adequate guidelines to assist them in dealing with problems or make use of their better judgments when required.

Human Resources Development should be carried out through:

- ❖ Training programs aimed at producing quality personnel prior to their placement.
- ❖ In-house training.
- ❖ Conducting of motivational programs for staff, for example by establishing communication between counter staff and management to discuss problems faced and devise ways to resolve these immediately.
- ❖ Establishing of a job rotation system so as to expose staff to various areas to improve their skills and knowledge.

4. Systems and work procedures. Improvements in systems

and work procedures contribute towards the upgrading of the quality of counter/customer services. Short procedures, easy directives, updated and simple forms that do not confuse customers are called for logical work processes and a conducive work environment assist in the smooth delivery of customer-friendly and timely services. Improvement related to systems and procedures may include:

- ❖ Forms which are well designed, easy to fill and accompanied by clear guidelines.
- ❖ Collection, storage, analysis and distribution of information through an efficient management information systems.
- ❖ Guidelines on procedures, work directives and check list of duties to be readily available.
- ❖ Optimal use of office equipment and furniture to maintain the quality of daily work.

5. Role of support staff. Support from staff is very important to ensure the success of the provision of quality counter/customer services. In order to upgrade and maintain the quality of such services, support staff behind the counter should:

	<ul style="list-style-type: none"> ❖ Strive to improve their skills and knowledge in carrying out their daily responsibilities. ❖ Live up to the performance standards expected to ensure that service provided is always up to the standard. ❖ Abide to the directives and guidelines which have been prepared by the management. ❖ Practice an excellent work culture. ❖ Submit views and proposals to improve work environment especially where they are directly involved.
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3.2 Counter or customer service management at Sibul Rural District Council.

The counter/customer services of Sibul Rural District Council have its own in front line service, at the counter and behind the counter. The location of the counter is at a specific place where all customers can easily see the counter service. Besides that, in the Sibul Rural District Council, it there is more than one counters service which is Administration Department counter (Kaunter Khidmat Pelangan), Treasury Department counter, Rating Department counter, Public Health Department counter and also Public Work Department counter. They also have their waiting area, where every day one of

the staff in the organization will make sure the waiting area is always clean. Every customer who comes to the organization need to fill in their name in one document which is calls "BUKU REKOD HARIAN PELAWAT KE PEJABAT DAERAH LUAR BANDAR SIBU".

The document is very important for the organization because they need to record their customer's entire name. This to ensure the organization knows how many customers they have in a day. Besides that, the important of the record is to know the person who comes to the organization if there is emergency case happened in the organization such as robbery and other cases. Therefore, it is important for the customer to fill their name in the document.

In the Sibuland Rural District Council, I was attached in department which Public Health Department, my tasks more focus at the counter service. In the counter service, I have been distributing, renewal, application form, etc. the business license to the public. The public have been informing about the business of license forms or renewal, so they need to take or renew it at the Public Health counter. While behind the counter, I have been assigned to do was typing the list name of renewal a business of license and also arranged/compiled the photocopy of renewal a business license by according to its alphabet and business license number.

The quality have been defines as a dynamics state associated with products, services, people and environments that meet/exceeds customers' expectations (Introduction to Public Sector Quality Management). Therefore, the quality of the counter service is very important for every organization. As we know, a customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an

interruption of our work. He is the purpose of it. He is not an outsider to our business. He is a part of it. We are not doing him a favors by serving him. He is doing us a favors by giving us an opportunity to do so. Therefore, we need to give the satisfaction services to our customers in order to get the positive feedback from our customers.

3.3 Summary

I judged my eight weeks spent at Sibuland Rural District Council as being most interesting productive and experience in my life. On the contrary period, I am enjoyed working in this environment because I am able to take this opportunity to explore and gain a new experience in new dimension of work in part that I never experience before. The responsibility for the success and effectiveness of the counter service only can be achieve if we follow the rules and respect our customers no matter what the situation are. Besides that, from the in front-line of the counter service, I have learn how to have good communication with people and learn how serve customer at the counter.

CHAPTER 4 RECOMMENDATION AND SUGGESTION

4.0 Introduction

Chapter 4 will highlight with examples on the strength and weaknesses with examples a job assigned during practical training as discussed in chapter 3. Solution and recommendations for the highlighted weaknesses will also be discussed further.

4.1 SWOT Analysis

The SWOT analysis is conducted based on the direct and indirect experience that I have undergone during the eight weeks of my practical training at Sibul Rural District Council. Here I would explain on strengths and weaknesses of process in the effective counter service at Sibul Rural District Council. The strengths will be focus on the characteristics of the business or project that give it an advantage over others. Meanwhile, the weaknesses will be focus on the characteristics that place the business or project at a disadvantage relative to others. At Sibul Rural District Council, I have learned lots of new things that give benefits to others especially the customers. Besides that, I also analyze that in the organization, there are lots of negative matter that give disadvantages to that organization more than it advantage. Therefore, the organization needs to find a solution to solve the problems of their services if they really care about their customer.

Table 4.1

SWOT analysis

SWOT analysis	Tasks
<p>4.1.1 Strength</p>	<p>i. Give customers relevant, sufficient and reliable information.</p> <p>As we all know, as good and effective employees, it is important for us to provide our customers the relevant, sufficient and reliable information. If we provide the relevant, sufficient and reliable information to our customers, they will satisfy with the services we given. Besides that, they will give a positives feedback for the service that we give to them. We will get the motivation to provide more good and effectives services to our customers when we get the positive feedback from them.</p> <p>ii. Helping the customers.</p> <p>The counter service becomes the first place where the customers will go to ask for any information and help. Therefore, it is important for the staffs to help the customers whatever they ask for. It is the organization priority to make sure their customers become their priority. For example in the counter service, the staffs help to guide customers in filling</p>

	<p>their forms. As we know, there are some customers not even know how to read. Besides that, the staffs should inform their customers politely if they fill forms incorrectly or fail to bring the necessary documents. Especially to fill forms of business license that needs to bring the necessary documents.</p>
<p>4.1.2 Weaknesses</p>	<p>i. The lack of suitable reading materials.</p> <p>Most of the counter service in the public organization does not have a suitable reading at their waiting area. As we all know, reading materials one of the important materials in the waiting area in order to ensure the customers satisfied with our services. It can help take care of the boredom and stress of waiting. For example in the organization, even though we have provided the waiting area, there are still lacks of reading materials. Therefore, this situation make the customers always asking how much more time they need to wait for meeting with the SAO.</p> <p>ii. The counter environment.</p> <p>As we all know, the front line is very important for any organization. This is the place where the customers want to ask about the information regarding the organization. There are situation where the counter service been leave without</p>

any person to handle the front line. Sometimes there are some staffs that not bother about the customers who come to the organization, even though he or she have been asking to help in handling the front liner while the person not available. This situation happened at the Sibul Rural District Council where the customers need to wait for a long period to be served by staffs in the organization.

iii. Discriminate amongst customers.

The discrimination is action that denies social participation or human rights to categories of people based on prejudice. This situation of discrimination always happens in every organization. For example in the Sibul Rural District Council, person who have and strong relationship with the SAO will be the first person that will meet the SAO even though the other person has come earlier. This situation should be not happens in any organization.as a good leader, he or she should follow the rule and regulation when it comes to jobs.

4.2 Recommendation

The organization need to improve their service in order to ensure their customers satisfied with the service given to them. Therefore, a good ways and solution are very important to improve the effectiveness of the counter service in that organization. There are several strategies that can be used to ensure the effectiveness of the counter service.

Firstly, when come to the lack of situation reading materials, the organization need to improve the waiting area in order to ensure the customers can wait in a good and relax ways. For example, the organization needs to provide more suitable reading material at the waiting area for their customers. The reading materials are very important because it can help take care of the boredom and stress of waiting. Besides that, the waiting area should be kept clean, well-ventilated and equipped with comfortable visitor's chairs. Other than that, information regarding the various types of services offered and requirements to benefit from the services should be clearly stated in the citizen/customers and notice boards.

Secondly, to ensure the counter service conducted in smooth way, the staffs need to be punctual. As we know, punctuation is very important when it comes to work. As the counter service is the front line, it needs to be open always even though when it lunch time. If the office hour is start 8.00 am-5.00 pm, then it should be open on that specific time hour. Besides that, the staffs need to come on time or before their customers arrive. Even though the people who are our customer want to meet not arrive, we as good employees should know how to handle the customers. This to ensure the

customers know we appreciate them and they will give a good feedback for the service that we have given to them.

Last but not least, maintain the same positive attitude with each and every customer who comes to visit. As there are too many cases of discrimination, the organization needs to avoid it. This situation will give a bad impression and a negative impact to the organization. For example, the staffs need to ensure the customers follow their queuing. The staffs need to do his or her jobs in a proper way. There should be no more cases of discrimination in any organization in order to ensure every customer gives a positive and good feedback for the organization services. Besides that, the organization also needs to receive their customers pleasantly. There should be no case where the person who has a good relation with the top management will be the first person to be served. He or she needs to follow the queue same as other customers.

4.3 Summary

In this chapter I have been explained in the task analysis in the counter service, the challenges and also providing the recommendation for Sibuluan Rural District Council to have the effective and smooth service at their front line. There is lots of benefit in effective counter service in organization. But not all the requirements they fulfill and done properly, it is due to the limited resources.

CHAPTER 5 CONCLUSION

5.0 Introduction

Chapter 5 will summarize each chapter in this report, from backgrounds of organization into recommendation and suggestion. This chapter also required students to provide the overall conclusion.

5.1 Organization background

In chapter 1 of introduction, it discussed on background of Sibul Rural District Council. There are 8 departments in Sibul Rural District Council and lead by a Pegawai Tadbir, (Gred N44) Encik Justani Haji Joni. The vision of Sibul Rural District Council is as a model Centre's of community advancement by 2020. Meanwhile mission of the Sibul Rural District Council is committed to elevate the quality of life of the community through quality municipal services and infrastructure. Besides that, in this chapter had discussed on, client charter, objective and function of Sibul Rural District Council.

5.2 Schedule of practical training

During my undergo training in Sibul Rural District Council, all the tasks that had given to me that I need to complete by the end of the day, the practical training book (Log Book) keeps all the data of the training. As I was attached in one department which Public Health Department, I was gain as much experience that I learnt. Especially more on to the business license and learn how to manage the license properly. There are so

many benefits that I got from Sibul Rural District Council which I gained the skill to operate the office equipment very well.

5.3 Analysis of training

In this chapter 3, I need to make an analysis of one of specific area of my practical training. I had chosen counter service for my analysis. The task of counter service was chosen because, during my eight weeks of practical training, my task more on the front line. On the contrary period, I am enjoyed working in this environment because I am able to take this opportunity to explore and gain a new experience in new dimension of work in port that I never experience before. The responsibility for the success and effectiveness of the counter service only can be achieve if we follow the rules and respect our customers no matter what the situation are. As the main point of every organization is to ensure their customers satisfied with the services.

5.4 Recommendation

In chapter 4, I had discussed on the recommendation in how to manage the counter service at Sibul Rural District Council. For recommendation for managing the effective counter service, I had done some analysis for it. I analysis on their problem and recommend some solution. There are lots of benefits in effective of counter service in organization. Besides that, it's important for organization to conduct the effective counter service to ensure the satisfaction of the customers. But not all the requirement they fulfill and done it properly. It is due to the limited resource.

5.5 Conclusion

The work tasks that were assigned to me during practical training are recommended to the other practical as it covers a lot of subjects or topics that was learned in UiTM especially for those students that took Bachelor of Administrative Science. Moreover, the work tasks are not the traditional human resource functions as it covers every aspects of public administration. Thus, it will expose the students in real working environment with various tasks to create multi-task employees in the future. Unfortunately, when the degree holders finished their studies, they will become the Assistant Director of any department sat they want to serve in the State Government. Besides that, the job description will be more specific such as doing observations and leading certain programs. The task that were assigned during practical training are more multi-tasks such as writing and taking a minute and photocopy, communicate with the public, handle licensing and many more activity. This chores usually being done by lower scale officers, it's important for the new employee to learn from basic so they can master whatever the tasks given. During practical training, it is easier as when the trainees do not know how to do certain tasks, they still able to ask from supervisors or lecturers but when in real working environment, they need to come out with their own ideas and formula to solve any problems and matters that may lead to inefficiency. Apart from that, real working environment will be more challenging as the students will confront with a lot of adaptations on policies and bureaucracies in administration. Therefore, this practical training gives lots of benefits and advantages to the students for their experience before they get their first job.

Appendices



Seminar/Workshop (Kajian Semula Pelan Staretegrik dan Pelan Integriti Organisasi) (27-28 January/2016) at Premier Hotel, SibU



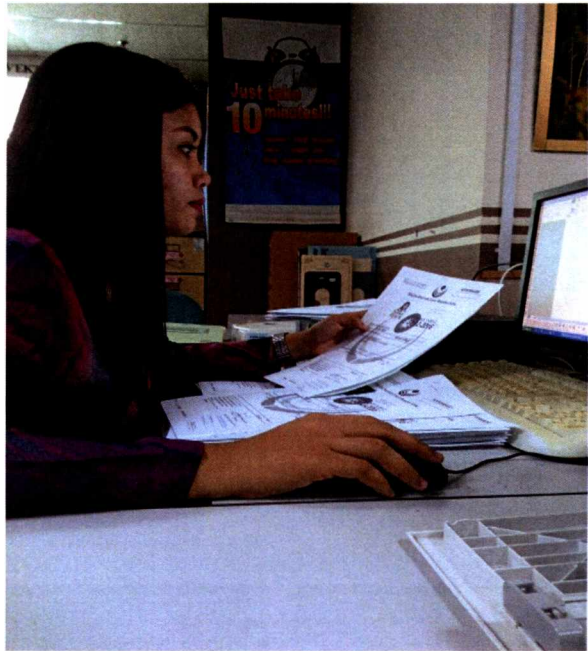
Full Council Meeting (1/2016)



Attending a Public Health Department Meeting (2/2016)



Arranged and compiled business license



Doing/typing the list name of business license



Community Development Programs at Penasu (Program Pembangunan Komuniti, Kebudayaan, Sukan, dan Belia di Penasu 2016)



Attending a standing committee for Environmental and Public Health meeting



Attending an Opening Ceremony of Sibujaya Library new building (Majlis Perasmian Pembukaan Bangunan Baru Perpustakaan Awam Sibujaya)

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