

UNIVERSITI TEKNOLOGI MARA



FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)

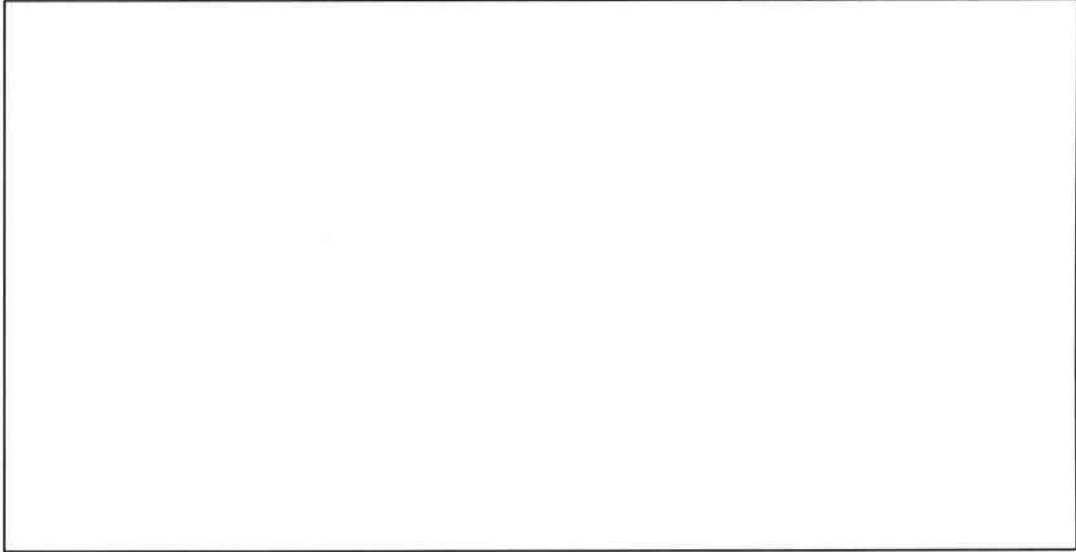
**PRACTICAL TRAINING REPORT:
DEWAN BANDARAYA KOTA KINABALU SABAH**

LINONA LINNERIA LAURETIUS

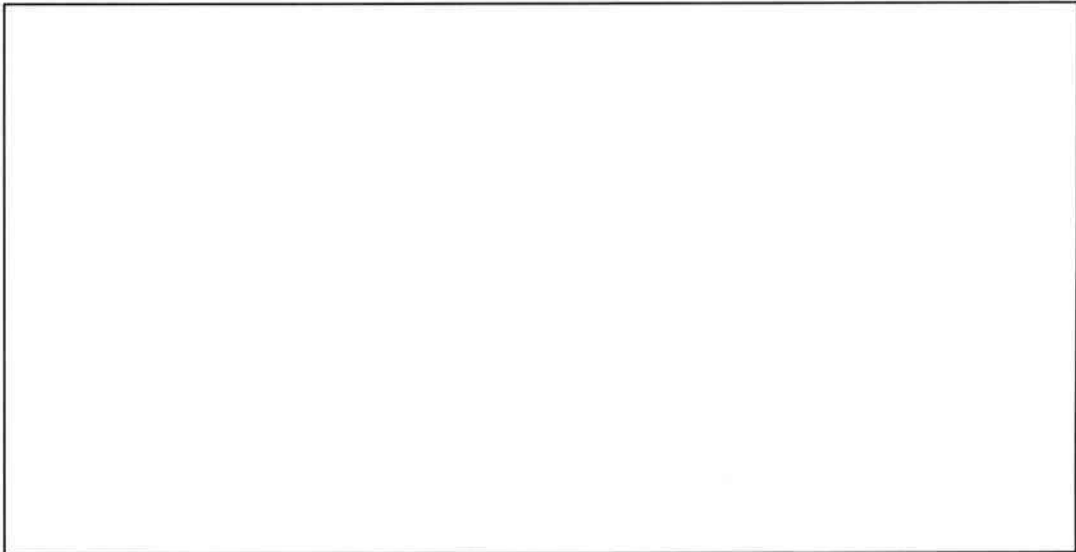
2015100363

SEPTEMBER 2018

Supervisor's Comment(s):

A large, empty rectangular box with a thin black border, intended for the supervisor's comments. It occupies the upper half of the page.

Moderator's Comment(s):

A large, empty rectangular box with a thin black border, intended for the moderator's comments. It occupies the lower half of the page.

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

Name of Supervisor : Sharon Pearl Anak Henry Serub

Name of Student : Linona Linneria Laurentius

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

(Signature)

Date:

TABLE OF CONTENT

LIST OF CONTENTS	PAGE
The Declaration	v
Acknowledgement	vi
 Chapter 1: INTRODUCTION OF DEWAN BANDARAYA KOTA KINABALU	
1.0 Introduction	1
1.1 Background of Organization	1
1.2 Vision	2
1.3 Mission	3
1.4 Logo	3
1.5 Organizational Structure	3
1.6 Organizational Chart	5
1.7 Corporate Affairs Department	6
 Chapter 2: SCHEDULE OF PRACTICAL TRAINING	
2.0 Introduction	9
2.1 Week 1 (23 July - 27 July)	9
2.2 Week 2 (30 July - 3 August)	10
2.3 Week 3 (6 August - 9 August)	12
2.4 Week 4 (13 August - 17 August)	13
2.5 Week 5 (21 August - 24 August)	14

2.6 Week 6 (27 August - 31August)	15
2.7 Week 7 (3 September - 7 September)	17
2.8 Week 8 (12 September - 14 September)	18
2.9 Conclusion	19

Chapter 3: ANALYSIS OF THE TASK

3.0 Introduction	20
3.1 Task Analysis	20
3.2 Introduction to the Public Relations	20
3.3 Public Relation Practitioners' Work	21
3.4 Event and project management in Public Relation	22
3.5 National Day Celebration of Sabah State Level 2018	23
3.5.1 Initiating Phase	23
3.5.2 Planning Phase	24
3.5.3 Performing Phase	25
3.5.4 Closing Phase	26
3.6 Importance of National Day Celebration	27
3.7 Conclusion	27

Chapter 4: RECOMMENDATIONS

4.0 Introduction	28
4.1 Strength	28

4.2 Weaknesses	29
4.4 Recommendations	30
Chapter 5: CONCLUSION	
5.0 Introduction	31
5.1 Summary for Chapter 1	31
5.2 Summary for Chapter 2	32
5.3 Summary for Chapter 3	32
5.4 Summary for Chapter 4	33
5.5 Conclusion	33
Appendices	34
References	35

LIST OF FIGURE

Figure 1: Logo of Dewan Bandaraya Kota Kinabalu

Figure 2: Flag of Dewan Bandaraya Kota Kinabalu

Figure 3: Organizational Chart of Dewan Bandaraya Kota Kinabalu

Figure 4: Corporate Affairs Department Chart

Figure 5: Welcoming the arrival of the "*Tuan Yang Terutama Yang Di-Pertua Negeri Sabah*", *Tun Datuk Seri Panglima Haji Juhar Haji Mahiruddin* and the Chief Minister of Sabah, *Datuk Seri Mohd Shafie Apdal* in the event

Figure 6: The arrangement of chairs before the National Day 2018 was held

Figure 7: The parade of the National Day celebration of Sabah State Level 2018

Figure 8: Souvenirs given by the Director of Corporate Affairs Department during the farewell party

Figure 9: Project Life Cycle

DECLARATION

This report is the result of my own investigations except where otherwise stated.

Other sources are acknowledged by references and a bibliography.

Signed

Name: Linona Linneria Laurentius

Matric No.: 2015100363

ACKNOWLEDGEMENT

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

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

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

Linona Linneria Laurentius

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science and Policy Studies

Universiti Teknologi MARA, Kota Samarahan.

CHAPTER 1

INTRODUCTION OF THE DEWAN BANDARAYA KOTA KINABALU

1.0 INTRODUCTION

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

1.1 BACKGROUND OF ORGANIZATION

Kota Kinabalu City Hall which is also known as Dewan Bandaraya Kota Kinabalu (DBKK) is the city council which administers the city and district of Kota Kinabalu in the state of Sabah, Malaysia. This council was established after the city was officially granted city status on 2 February 2000. Kota Kinabalu was formerly administrated by Majlis Perbandaran Kota Kinabalu (MPKK) or the Kota Kinabalu Municipal Council. Their jurisdiction covers an area of 351 square kilometres, Jesselton Town Board 1935, Jesselton Rural District Council 1953, Kota Kinabalu Rural District Council 1964, Kota Kinabalu Municipal Council 1979, Kota Kinabalu City Hall 2000 encompassing the sub-districts and towns of, among others which includes Tanjung Aru, Kepayan, Kota Kinabalu city, Luyang, Inanam, Menggatal, Telipok and Sepanggar. The council consists of the mayor plus twenty-four councillors appointed to serve a one-year term by the Sabah State Government.

1.2 VISION

- To make Kota Kinabalu a clean, green and comfortable city by year 2020.

1.3 MISSION

Spearheading Kota Kinabalu City through better, faster, efficient and prudent management for the well-being of the citizens which includes:

- To provide faster and better delivery services.
- To facilitate faster development plans, trading licenses approval and others.
- To strengthen and improve personnel and financial management, collecting outstanding fees and control expenditure.
- To coordinate and enhance development so that people will benefit from it.

1.4 LOGO



Figure 1: Logo of Dewan Bandaraya Kota Kinabalu

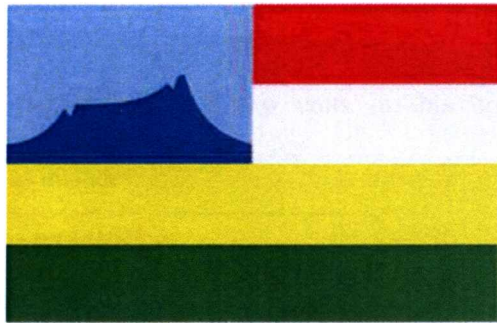


Figure 2: Flag of Dewan Bandaraya Kota Kinabalu

Each of the colours in the logo symbolize different meanings. Firstly, the **light blue** symbolize the truth, confidence and truth. Then, the **dark blue** is to symbolize solidarity, harmony and the spirit of cooperation. Meanwhile, the **red colour** symbolize confidence, bravery, efficiency, truth and justice. Other than that, a clean, trustworthy and just service are symbolized by the **white colour**. The **yellow colour** in the logo symbolize prosperity and excellence. Last but not least the **green colour** is symbolize the vitality, advancement and progress.

1.5 ORGANIZATIONAL STRUCTURE

There are four mayors that being appointed to lead the city since 2000. The first mayor is Datuk Abd Ghani Abd Rashid which is from 2 February 2000 until 1 February 2005. Next, the position of mayor was taken by Datuk Iliyas Ibrahim which started from 2 February 2005 until 1 February 2011. Then, Datuk Abidin Madingkir became the third mayor that was responsible to lead the city of Kota Kinabalu starting from 2 February 2011 until 1 February 2016. The current mayor and thus became the forth mayor is Datuk Yeo Boon Hai which started to hold the position from 2

February 2016 until now.

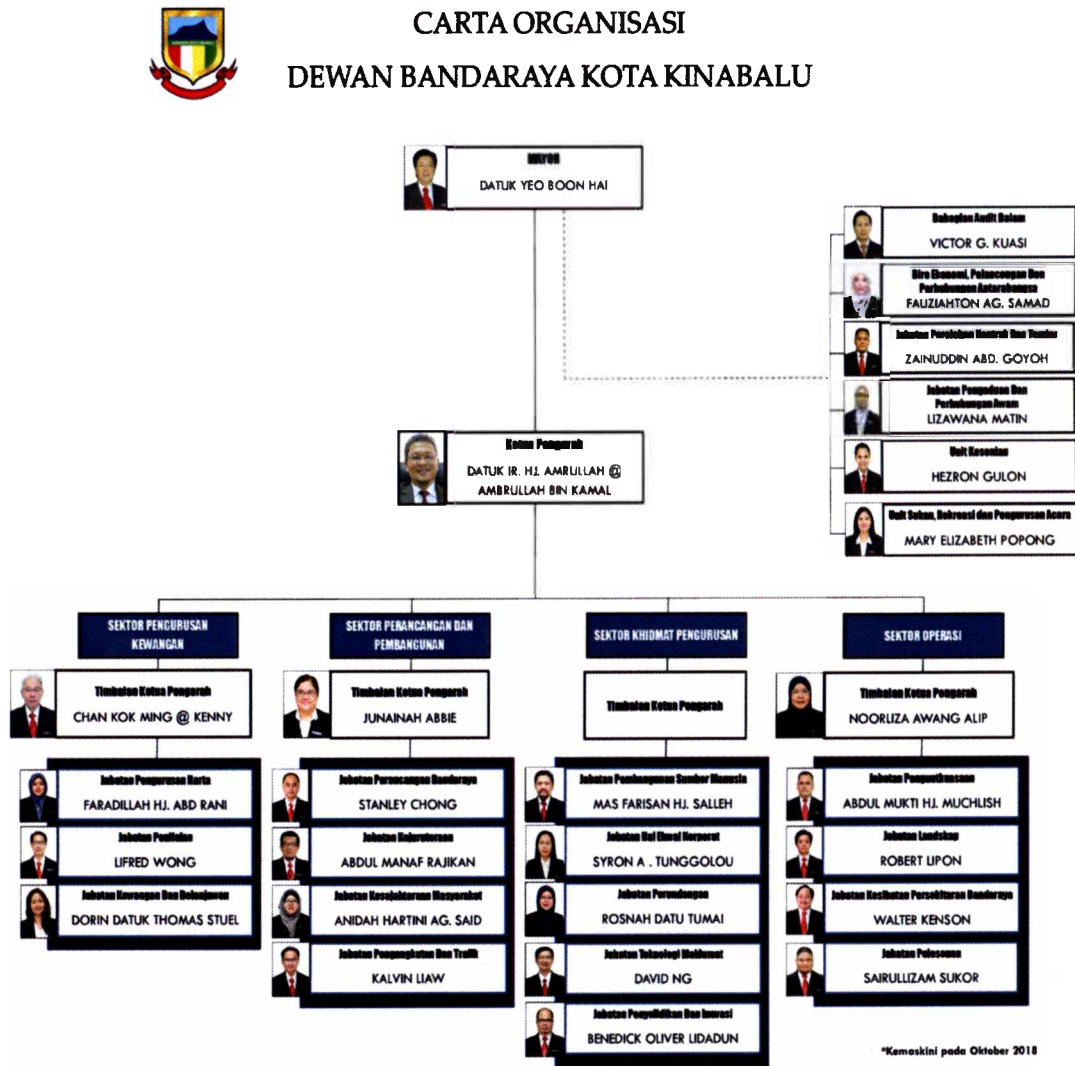
There are eighteen departments and two units in this organization. The departments and units are as includes:

No.	DEPARTMENTS
1.	<i>Jabatan Pengurusan Harta</i>
2.	<i>Jabatan Kewangan Dan Belanjawan</i>
3.	<i>Jabatan Penilaian</i>
4.	<i>Jabatan Kejuruteraan</i>
5.	<i>Jabatan Kesejahteraan Masyarakat</i>
6.	<i>Jabatan Pengangkutan Dan Trafik</i>
7.	<i>Jabatan Teknologi Maklumat</i>
8.	<i>Jabatan Penyelidikan Dan Inovasi</i>
9.	<i>Jabatan Pembangunan Sumber Manusia</i>
10.	<i>Jabatan Perancangan Bandaraya</i>
11.	<i>Jabatan Hal Ehwal Korporat</i>
12.	<i>Jabatan Perundangan</i>
13.	<i>Jabatan Penguatkuasa</i>
14.	<i>Jabatan Landskap</i>
15.	<i>Jabatan Kesihatan Persekitaran Bandaraya</i>
16.	<i>Jabatan Pelesenan</i>
17.	<i>Jabatan Pengaduan Dan Perhubungan Awam</i>
18.	<i>Jabatan Perolehan Kontrak Dan Tender</i>

NO.	UNITS
1.	<i>Bahagian Audit Dalam</i>
2.	<i>Biro Ekonomi, Pelancongan Dan Perhubungan Antarabangsa</i>

1.6 ORGANIZATIONAL CHART

Figure 3: Organizational Chart of Dewan Bandaraya Kota Kinabalu



1.7 CORPORATE AFFAIRS DEPARTMENT (*JABATAN HAL EHWAL KORPORAT*)

There are many departments in this organization and I was placed at Corporate Affairs Department (*Jabatan Hal Ehwal Korporat*). This department is responsible towards the general administration and coordination of Dewan Bandaraya Kota Kinabalu's official events and society, public relations, mass media, tours, tourism development and arts.

Vision

“Corporate Affairs Department towards Quality Corporate Service and Integrity”.

Mission

”Providing Energetic and Customer Friendly Corporate Services”.

Quality Base (*Dasar Kualiti*)

We, the staff of Corporate Affairs Department (JHEK), are committed to provide excellent service through quality work culture that is constantly enhanced to meet customer expectations.

Client Charter

1. Planning, coordinate and implement events, programs and activities of DBKK according to the schedule.

2. Implementing the Mail and Record Management System in an orderly manner according to the procedures and regulations.

3. Implementing the DBKK's inventory management with full responsibility and prudence based on SAP (Accounting Accrual System).

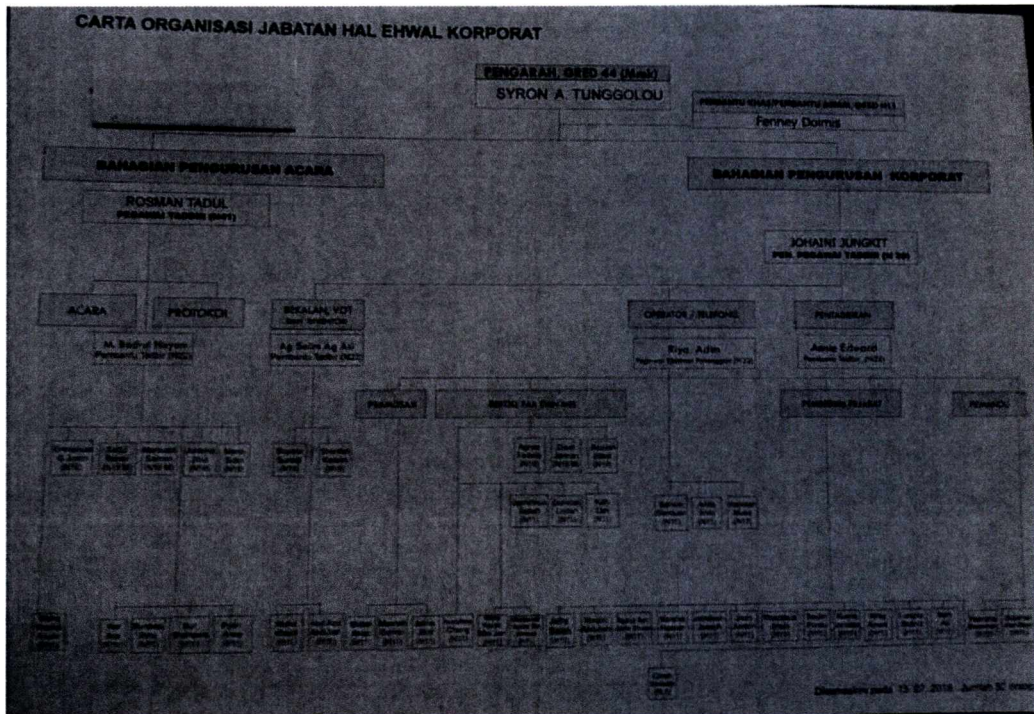
4. Receive and channel public complaints through the EIMS System to the Department within 24 hours and submit feedback to the complainant within 5 days.

5. Encourage hospitality when dealing with customers.

6. Enhanced DBKK image through publicity in print and electronic media on a continuous basis.

7. Strengthening networking and collaboration with media, government agencies, private sector, NGOs and Cities in Malaysia and International.

1.7.6 Department Management Chart



Updated on 15.07.2018

Figure 4: Corporate Affairs Department Chart

CHAPTER 2

SCHEDULE OF PRACTICAL TRAINING

2.0 INTRODUCTION

This chapter will discuss and summarize the schedule of the practical training held at DBKK. On the first day, the trainee had been given the schedule of tasks to be followed and used as the guideline for daily tasks. Hence, the officers in DBKK explained the main tasks and responsibilities in the organization. The tasks that had been done such as filing, outdoor activity, preparing event and more will be discussed in this chapter.

2.1 WEEK 1

The training started on 23rd July 2018. On the first day, I was introduced to all the staff in Corporate Affairs Department which is also known as *Jabatan Hal Ehwal Korporat (JHEK)*. Then, I was taught on how to laminate documents. On 24th July 2018, I was asked to help one of the staffs, Cik Nursihma Chong, to do the “Kertas Minit”. After that, I learned on how to use the fax machine and was asked to fax documents.

The next day which is 25th July 2018, I learned to make a call to ask about the confirmation of the fax reception regarding the invitation to join the marching for National Day that was held on 31st August 2018. The other task that I had completed on the same day is to re-fax the invitation to all organization involved to participate in the marching of National Day celebration of Sabah State Level 2018.

On 26th and 27th July 2018, I was given the opportunity to get involved in the management of the event of “Hari Pahlawan 2018” that was held on 31st July 2018 at Dewan Serbaguna Kompleks Sukan Likas, Kota Kinabalu. I was given the responsibility to serve as a protocol committee member. On the same day, I was asked to help Cik Nursihma Chong to laminate, stamped and cut the coupon of food and drinks for the event of “Gotong Royong Mega Kebangsaan” that was going to be held at Telipok, Sabah that time.

2.1.1 WEEK 1 REFLECTION

As for week 1, I learned how to use the laminate machine and do the “Kertas Minit” for the first time. Besides that, the new skills such as how to used printer machine and fax machine also one of the best parts of this practical because it may useful for me one day. Not only that, the upcoming event which is “Hari Pahlawan 2018” make me so excited to become one of its committee. This experience may be one of the best moments especially for a practical student like me. This first week, I try my best to ensure that I can adjust to the surrounding of this organization and try to know the name of each staff so that our communication can be easier.

2.2 WEEK 2

The second week started with 30th July 2018 and I was asked to photostate various documents. Then, I was involved in the rehearsal for “Hari Pahlawan 2018” at Dewan Serbaguna Kompleks Sukan Likas, Kota Kinabalu. On the same day, I was given the task to laminate documents and count and arrange the certificates that were going to

be given to the participants of “Hari Pahlawan 2018”.

On 31st July 2018, I was asked to participate as one of the committee who serve as the protocol committee members and responsible to distribute food and drinks to all contingents involved in the event of “Hari Pahlawan 2018”. Later, in the office I was asked to photostate and laminate documents.



Figure 5: Welcoming the arrival of the “*Tuan Yang Terutama Yang Di-Pertua Negeri Sabah*”, *Tun Datuk Seri Panglima Haji Juhar Haji Mahiruddin* and the Chief Minister of Sabah, *Datuk Seri Mohd Shafie Apdal* in the event.

On 1st and 2nd August 2018, I was given the task to make a call to ask about the confirmation of the participation schools in Sabah that was invited to participate in the marching of National Day State Level. On the same date, I was asked to re-type letter regarding the application to conduct “Penerbangan Lintas Hormat (Fly Pass)” that was held on 31st August 2018 and email it to the Administrative Officer, Mr. Rosman Tadul. After that, I was asked to help the staffs of JHEK to arrange the tables and chairs for the preparation of “Hari Bertemu Pelanggan” or can be known as Customer

Day that was held on the next day.

On 3rd August 2018, I was given the responsibility to be in-charge of food and drinks during the Customer Day. Faxing document regarding “Undangan Hadir Perbincangan Sempena Perbarisan Hari Kebangsaan Peringkat Negeri Sabah dan Sambutan Hari Malaysia Peringkat Kebangsaan” also become my task on the same day.

2.2.2 WEEK 2 REFLECTION

As for week 2, I learned on how to make a call to all the participants from the schools in Sabah regarding the marching of National Day State Level 2018. This taught me on how to communicate well with the people polite and courteous language. Other than that, I learned a lot from the involvement in the “Hari Pahlawan 2018” especially on handling the event, improving my communication skills and also able to meet those participants of the event. Not only that, this event also has exposed me on how the big events are being held. This experience may be one of the best moments especially for a practical student like me.

2.3 WEEK 3

The third week started on 6th August 2018 and I was asked to make a call to the lists of invitation for a meeting regarding the National Day 2018 State Level 2018. On the same day, I was also asked to laminate documents and then help one of the staff, Mrs Rosliah Wasli, to do the fax record in the counter service.

On 7th August 2018, all the task I have done was to stamp for all incoming letters

and key in records of fax and letter.

The next day which is 8th August 2018, I have been asked to photostate documents, stamp and sign for all letters and parcel received.

On 9th August 2018, I faxed and recorded the letters, arrange chairs, and make a call to all the secondary schools in Sabah.

2.3.1 WEEK 3 REFLECTION

As for week 3, my confidence to communicate with the people had begun to increase when I made the call to the lists of invitation for a meeting regarding the National Day 2018 State Level 2018. Besides, I learned to deal with the customers when I was placed temporarily at the counter service and I was taught on how to key in the record for all incoming letters and faxes. Then, I was also given the authorization to stamp and sign the letters and parcels received. The counter service also has exposed me to the real environment on handling customers' questions in the organization.

2.4 WEEK 4

The fourth week started on 13th August 2018 and tasks that I was asked to do is to photostate and faxed documents.

On 14th August 2018, the tasks that given to me is to stamped and signed for all the incoming letters. Later, I was also asked to record the letters.

The next day which dated 15 August 2018, I was asked to do the tasks of stamped and signed the letters and parcel that had been received on that day. On the same day, I learned to register all the cheques received and do filing for mail registration.

On 16th August 2018, the tasks that I have done was to receive incoming calls and laminated as well as photostated the documents.

Then, on 17 August 2018, I was responsible to receive the incoming calls. The other tasks that I have done was stamped and signed for all the letters and parcels received. Then, faxed and recorded the letters. On the same day, I was asked to help the staffs to arranged chairs for the preparation of the performance by III MEF Band, The United States Marine Corp at Lintasan Deasoka, Kota Kinabalu.

2.4.1 WEEK 4 REFLECTION

In week 4, I am still doing the same task as in week 3 which is in the counter service and it has helped me to improve myself in doing the task such as stamp and sign the letters and parcels received. Furthermore, I also learned on how to register the cheques received and do filing for mail registration for the first time.

2.5 WEEK 5

The fifth week started on 21st August 2018 and I was given the task to stamp and signed for all the letters and parcel received. On the same day, I was also asked to record the fax and letters.

On 23rd August 2018, my task was to make a call to ask on the confirmation of the acceptance of the faxed letter from the recipient.

The last day of the week was on 24 August 2018 and all I was asked to do was to photostate the documents and receive incoming calls.

2.5.1 WEEK 5 REFLECTION

I have improved my skills in this week especially in recording the incoming letters and faxes. My communication skills in communicate with the people in the telephone had improved as I learned a lot. My knowledge had increased in using the equipment like the photostate machine as I already used it many times.

2.6 WEEK 6

The sixth week started on 27th August 2018 and I get the chance to participate in the management of the National Day celebration of State Level 2018 for the whole week.

On 28th August 2018, I also asked to bind the documents besides getting involved in the rehearsal of the National Day celebration of State Level 2018.

Then the next day on 29 August 2018, there were many tasks that has been given to me besides participating the National Day celebration of Sabah State Level 2018. These tasks include arranged the documents, keyed in the data of the “Senarai Penerimaan Makanan Kontinjen” in conjunction of National Day celebration of State Level 2018 for all categories as well as received the incoming calls.

On 30th August 2018, I was given the task to make a call to ask the names of the chairman for each contingent that participated in the parade in conjunction of National Day celebration of State Level 2018. On the same day, I also have the opportunity to get involved in a short meeting regarding the discussion of the National Day celebration of State Level 2018 event.

The sixth week which also become the closing of the month of August 2018 was on 31st August 2018. On that day, I was on duty for the event for National Day

celebration of State Level 2018 at Jalan Tun Fuad Stephens, Kota Kinabalu. My responsibility was to be in-charged to distribute the food and drinks to the contingents and to the people who came to witness the National Day celebration of State Level 2018. After the event was finished, I helped the staffs to arrange the tables and chairs.



Figure 6: The arrangement of chairs before the National Day 2018 was held



Figure 7: The parade of the National Day celebration of Sabah State Level 2018

2.6.1 WEEK 6 REFLECTION

During this week, I learned a lot from the National Day celebration of Sabah State

Level 2018 event especially on how to handling this event, improving my communication skills and also be able to meet with the peoples such as the people and the participants of the marching competition in conjunction with the National Day celebration of Sabah State Level 2018 when I was assigned the task to distribute food and drinks to them. Not only that, this event also has exposed me on how the big event being held. This experience may be one of the best moments especially for a practical student like me.

2.7 WEEK 7

The seventh week started on 3rd September 2018 and I was given the task to key in the data for the results of the competition that was held in conjunction with National Day celebration of State Level 2018.

On 4th, 5th and 6th September 2018, I faxed and photostated the documents as well as receiving the incoming calls.

The last day of the week was on 7th September 2018 and on that day my task was to ask one of the staffs to scan documents as being asked by the Administrative Assistant, Mr Emmanuel.

2.7.1 WEEK 7 REFLECTION

In week 7, I learned to do the task such as key in data and this had exposed me to the real life as a real worker. I have learned on how to keep the data safe and ensure it is confidential.

2.8 WEEK 8

The last week of the practical training started on 12th September 2018 and on that day, I was asked by the Administrative Assistant, Mr Emmanuel to send the documents Miss Fenny. On the same day, I photostated the documents regarding the “Mesyuarat Kedua Istiadat Perbarisan Hari Jadi Rasmi Tuan Yang Terutama Yang Di-Pertua Negeri Sabah”.

Then the next day on 13th September, I was assigned to make a call to ask regarding the confirmation of the fax acceptance from the recipient, photostated the documents and make a call to all departments in DBKK to ask who will be the representative to attend the meeting regarding the “Mesyuarat Jawantankuasa Sambutan Krismas Pekan Menggatal”.

Finally, the last day of practical training on 14th September 2018, I photostated and faxed the document as well as answering any incoming calls.

2.8.1 WEEK 8 REFLECTION

During my last week in Corporate Affairs Department, I learnt that it is hard to leave when you are already familiar with the organization and the task that were given. I learnt that it is getting easier to perform a task when you are getting used to it. For example, I use the fax and photocopy machines without any guidance after doing it several times. The unforgettable event for me during my last day for my practical training was when the department prepared a farewell party for me. I feel so blessed and thankful to the department as well as the staffs for having me as their trainee from

23rd July 2018 until 14th September 2018.



Figure 8: Souvenirs given by the Director of Corporate Affairs
Department during the farewell party

2.9 CONCLUSION

This chapter explained and summarized what I have learnt during my practical training. It may help me to understand the task and skills that have completed. Thus, I rationalized them all as I have been assigned with different tasks in Corporate Affairs Department. Most of the tasks given are related in my studies or syllabus in Administrative Science and can be used in real life for the future.

CHAPTER 3

ANALYSIS

3.0 INTRODUCTION

In chapter 3, it describes the analysis of the practical training and specifically focuses on one area of task as covered in the practical training handbook. It should also reflect definition of concept, event management, demonstration of practical and theoretical aspects as how to relate all concepts learned in classroom and how to transform knowledge gained at workplace to reinforce understanding on the concepts learned in classroom.

3.1 TASK ANALYSIS

I have done many types of tasks during the eight weeks of practical training. These tasks included as a public relation specifically on the event management, administrative tasks and et cetera have been discussed in Chapter 2. As in this chapter, task like public relations will become my focus. I have been assigned to a few of public relations works especially regarding to the event management. The event that I am going to further discuss in the chapter is National Day celebrations.

3.2 INTRODUCTION TO PUBLIC RELATIONS

Public relations is a management tool aimed at bringing people together to promote understanding. Public relations uses different forms of communication to establish

efficient two-way interaction between the company and other groups of people to build mutually beneficial relationships between an organization and its public (M Al Neami, 2016). Public relation activities ensure the correct flow of information between the organization and its public that also called as its audience. Public relations goes a long way in maintaining the brand image of an organization in the eyes of the audience, stakeholders, investors and all others who are associated with it (JR Macnamara, 2008).

3.3 PUBLIC RELATION PRACTITIONERS' WORK

The public relations practitioner helps people and organizations to gain public acceptance by explaining the aims, objectives and methods of their organization and by building and maintaining a favourable image (NM Lee, 2013). Public practitioners use a wide range of media to build and sustain good relationships between the employing organization and its clients through planned publicity campaigns and public relations activities. They give out information for newspaper items, magazine articles and news spots so that the public are made aware of that employer's projects and accomplishments (JE Grunig, 2006). The public relations practitioner may work in a variety of areas or in one specific field such as consulting, community involvement, employees' communications, industrial affairs and media liaison (B Johansson, 2015).

3.4 EVENT AND PROJECT MANAGEMENT IN PUBLIC RELATIONS

The establishment of a proper project management is one of the vital tasks for public relations to achieve organization's goals. The subject that I have learned in the classroom is Public Relations (PRO458) and it highlights on The Project Life Cycle that consists of four phases which includes initiating phase, planning phase, performing phase and closing phase for a proper event management (J. Western, 2007).

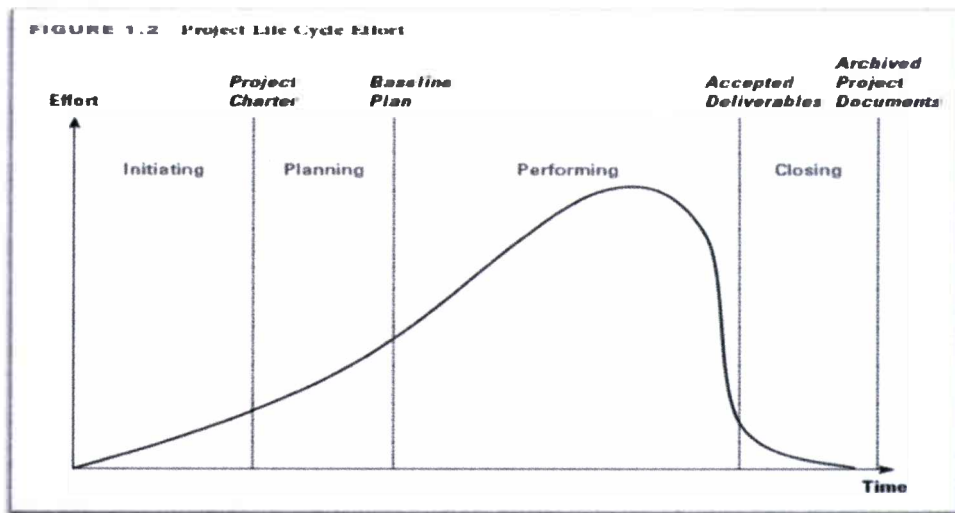


Figure 9: The Project Life Cycle

The first phase is initiating phase which people will need to identify the need, problem or opportunity of the upcoming event. The people in-charge need to determine whether to select the project or not once the need, problem or opportunity has been identified (J. Western, 2007).

Next, the planning phase that shows how the project scope will be accomplished. The baseline plan needed to be developed in this phase such as what needs to be done,

how it will get done, who will do it, how long the project will take, how much it will cost and what the risks are (J. Western, 2007).

The third phase is the performing phase which put the focus on the accomplishing project objectives. Among the tasks that need to be done in the phase are adding more resources if needed, monitor and control progress, take corrective action as needed, manage and control changes and finally achieve customer satisfaction with acceptance of deliverable (J. Western, 2007).

Lastly, closing phase which means the evaluation of the staffs and the whole project need to be done. Each of the staff need to be evaluated so that the strength and weakness can be identified as for improvement for upcoming project. The lessons learned from the project need to be documented, archive project document and record lessons learned to be used for the future event (J. Western, 2007).

3.5 NATIONAL DAY CELEBRATION OF SABAH STATE LEVEL 2018

The reason to hold a National Day is to foster the spirit of patriotic among the people. National Day refers to the official declaration of Federation of Malaya's independence from the British Empire. The importance of National Day celebration includes to celebrate our struggle, our progress and friendship.

For the progress of this event, I will explain and discuss by relate it with the Project Life Cycle as what had been explained before:

3.5.1 Initiating Phase

During the first of these phases, the initiation phase, the objective or need National Day celebration of Sabah State Level 2018 is to remember the day of the declaration of Independence Day. This can be the organisation problem or opportunity. An appropriate response to the need is documented in a business case with recommended solution options. A feasibility study is conducted to investigate whether each option addresses the project objective and a final recommended solution is determined for that event.

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

3.5.2 Planning Phase

Planning phase occur before the program started. As for the National Day celebration of Sabah State Level 2018, task that have been assigned to me on the planning phase was focusing on the participants that have been selected. The participants that enlisted to join this event were selected by the Corporate Affairs Department. As for my scope of task, I have been assigned to reach and keep the participants to be informed on the date and venue for the upcoming and

confirmation of their presence need to be assured. The baseline plan that I have developed consist on what needs to be done to reach the participants, how to contact them and to know what the risks are.

The first baseline on what need to be done and keep them to be informed is by getting their full information that can be gained from their participation forms. Their names and phone numbers are the most vital that needed to be highlighted. I can contact them easily once their information had been collected.

Next, after their information had been collected then I was assigned to call the participants and tell them regarding the venue, time, date and asking for their confirmation of their participation in the National Day celebration of Sabah State Level 2018 event that will be held soon. During the phase, their confirmation to participate in the event needed to be assured.

Lastly, once the participants have been informed, whether they able to attend the program or not, is a risk that need to be take into account immediately. There were some of the recipients that could not participate in this event due to the time and money constraint to go to the place of where this event will be held since they are from rural areas and different districts which is far from the venue of the event which was held in the city of Kota Kinabalu. Since their presence is important, those who could not manage to come will be replaced with other participants who have send their participation forms.

3.5.3 Performing Phase

During the third phase, the performing phase, the project plan is put into motion and the work of the project is performed. It is important to maintain control and communicate as needed during implementation. Progress is continuously monitored and appropriate adjustments are made and recorded as variances from the original plan. Performing phase occur during the event. The duration for the event was only takes one day which was on 31st August 2018. During the event, there were a lot of tasks had been assigned to me such as arranging the table and chairs, distributing Malaysia and Sabah's flags to the people as well as the preparation for the distribution of food and drinks to the people and to the contingents that participate in this event.

3.5.4 Closing Phase

Status reports should always emphasize the anticipated end point in terms of cost, schedule, and quality of deliverables. Each project deliverable produced should be reviewed for quality and measured against the acceptance criteria. Once all of the deliverables have been produced and the customer has accepted the final solution, the project is ready for closure. Closing phase take place after the event has ended. The closing phase in project life cycle consists of task such as recognize and evaluate staff, document lesson learned, achieve project documents and record lesson learned. The evaluations of staff need to be done after the program. This is important so that the management team able to recognize which employees can

handle the program effectively and can reward them or they can be choose to manage and handle the next program. Every circumstances or problems that happened during the program need to be documented and archived so that in the next event or program, in the event of emergency or any problems that happened before, it can overcome and can be handle effectively. Apart from that, pictures during the event also need to be documented as reference and can be attached on the report for this event.

3.6 IMPORTANCE OF NATIONAL DAY CELEBRATION

Firstly, it is important to celebrate the National Day celebration in order to celebrate our struggle. Our forefathers led a simpler and much more difficult life than we can ever imagine. They worked hard to build our country and we owe everything to them. Independence has given us the freedom to choose to be anything we want.

Other than that, the importance of the National is to celebrate our progress. While our country is by no means perfect, there can be no denying that Malaysians enjoy a stellar quality of life. We are not a first world countries, but we have enjoyed a huge variety of choice from the food we eat to the services available.

3.7 CONCLUSION

In conclusion, public relations is very important to keep the objectives of the organizational achieved. They also act as a representative of their organization's image to the people. Event management is vital task for public relations because a program that going to be held will include all relevant internal and external public and to achieve the objectives of the organization in a very successful manner.

CHAPTER 4

RECOMMENDATIONS

4.0 INTRODUCTION

In this chapter it may include the strength and weaknesses of job or task assigned during training as be mentioned in previous chapter that is National Day celebration. In 4.1, the strength of the event explained on Chapter 3 will be discussed. Meanwhile, 4.2 will talk about the weaknesses and 4.3 is for the recommendation that can help to overcome the problem occur during the event was conducted.

4.1 STRENGTH

Strength factors during the event was identified from the internal. It serves to pinpoint the strength and weaknesses of the program such as resources, capabilities, distinctive competencies and competitive advantage. Helps the organizer to achieve superior efficiency, quality and responsiveness to the participants during the event.

The strength of event management in Corporate Affairs Department of Dewan Bandaraya Kota Kinabalu is tighten relationship with other organization. The relationship with other organization can be seen in terms of supplier, tender and many more. A better relationship with other organizations will help this organization especially when need to deal with the tender for food or any order supplier for the purpose of the event held. In this event, the committees in charged can easily find the supplier and catering for the booking for the food and drinks, chair with its cloths and so on because of the tight relationship that this organization possessed with other

organization. Thus, there are so much strength other than this but this one that I have noticed earlier.

4.2 WEAKNESSES

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

The first weakness that can be seen through this event is the poor management. I notices some problems on their management while handling the event even though the progress on that event running smoothly. Poor management in managing the event is one of the weaknesses that needs to be addressed. This was seen when the event was supposed to be started in 8.00 am but because of some technical problem, the event started in 8.20 am and the problems make them waiting for too long before they can register their presence in that program. Not only that, it will also leads to the other problems that can give impacts on the reputations of the organizations. It also will impact the recipients' perceptions toward Kota Kinabalu City Hall.

The other weaknesses of this event is the irresponsible people. From my observation during the event, some of the people that came to watch the celebration have no sensitivity on the importance of maintaining the cleanliness of the surrounding area. It was seen as they simply throw their trash such as plastics bags,

plastic bottles, tissues and many more to the surrounding area. This cause the surrounding area became dirty and smelly as air pollution was occurred during that event. The image of a particular area will also be affected and can give an impression to the tourist that the people in Sabah is not considerate on the cleanliness although it only involves a part of the community. The organization will also be seen as not responsible on that matter if the people not change their attitude.

4.3 RECOMMENDATIONS

First recommendation is regarding to one of the weakness which is poor management. My recommendations is on how to improve the management especially when the big events being held. The committees need to ensure the entire requirements for that event have been fully prepared to avoid any problem and to make sure the event running smoothly. This also can make the event become successful without any problems occurred.

As for the problem of irresponsible people during this event, my suggestion is on how the organization could take to overcome the weaknesses. Laws such as those who throw away any rubbish will be fined and clean the area under the supervision of the officer in-charge could be implement to improve the quality of the environment. Besides, maintaining the cleanliness of the surrounding area is important to keep common health and comfort. Therefore, each individual should avoid throwing away their trash anywhere in the surrounding area. This shows that self-awareness must exist in each of the people to prevent the world to be contaminated.

CHAPTER 5

CONCLUSION

5.0 INTRODUCTION

Overall, DBKK had giving me so much experience moreover it is the basic experience in Corporate Affairs Department (*Jabatan Hal Ehwal Korporat* within eight weeks. I received the chances to apply the knowledge that I learned from my previous subjects in UiTM Kota Samarahan Campus 2, Sarawak. I have done all the tasks that had been given to me with the guidance from my own supervisor and the employees around me. In addition, the employees taught me how to use all the equipments in the department so that I can do my work easily. For example, using photocopy machine, fax machine and other equipments. I also get the chance to participate in managing an event that was organized by DBKK. So by joining the event, I get new experience towards big event that involves individuals in DBKK. By having team work spirit, I have increased my confidence level in the working environment. In this chapter also, the conclusion of the practical report will be provided. It is a summary of discussion for each chapter.

5.1 Summary of Chapter 1

This chapter was mainly about the introduction of Dewan Bandaraya Kota Kinabalu in Sabah. It was divided into few sections such as the background of the organization, logo, vision and mission, organizational structure, organizational chart, department of

Corporate Affairs Department and its own organizational chart. During my internship, I manage to get a lot of information about DBKK from the beginning until I finished my practical training. I am trying to digest about their objective, mission, vision, and organizational structure. The introduction about an organization is very important in order to know their goals. The environment in the Corporate Affairs Department does give a comfortable surrounding and they provide a table, ergonomic chair and computer which helped me to carry out the tasks given comfortably.

5.2 Summary of Chapter 2

In this chapter two is all about the flow of tasks that I had been done during eight weeks of practical training. This chapter consists of description and types of tasks that I had done. By remembering those tasks that I had done during practical training, we can see whether the tasks related to the subjects I had learn or suitable for my field which is in Administrative Science. I have gained a lot of experiences throughout the eight weeks of internship. It was not only based on tasks only, but I also had learnt the cultures that are being practiced in the organization. Other than that, I get to apply what I have learnt in class in completing the tasks that are given to me during my practical training.

5.3 Summary of Chapter 3

The analysis of task will be further discussed in Chapter 3. It is regarding on the public relations field of work specifically on the event or program management as the

most frequent job done during the internship. Chapter 3 shows the relationship between the theories that have been learned in class and the tasks that had given to me. During practical training, I identified which tasks that I had done the most and I have relate it to the public relations which is the event management. Other than that, by studying about event management and get to know about it, it gave a lot of useful knowledge that can be used and applied for my own job in the near future.

5.4 Summary of Chapter 4

Chapter 4 discussing on the strengths and weaknesses that Corporate Affairs Department has specifically encountered in their event management. Recommendations that can be used to improve the event management in Corporate Affairs Department of DBKK are also being identified in this chapter.

5.5 CONCLUSION

In short, every chapter in this report has reflected its own purpose. It helps to better understand on the organization itself and the task given during practical training. It is also given on what most done task during practical training by doing analysis and application of theory that has been learned in class. This summary is a statement on how does as a trainee conclude all tasks, towards organization and situation of the department.

APPENDIX A

Pictures during the Practical Training



Trainee's Name Card given by DBKK



Committee members for managing the event of National Day celebration of Sabah State Level 2018



Souvenirs by the Director of the Corporate Affairs Department in the end of the training

References

- Dewan Bandaraya Kota Kinabalu. (10 October, 2018). *Carta Organisasi Dewan Bandaraya Kota Kinabalu*. Retrieved from Laman Web Rasmi Dewan Bandaraya Kota Kinabalu: www.dbkk.sabah.gov.my/index.php/en/info-dbkk/info-korporat//carta-organisasi
- Dewan Bandaraya Kota Kinabalu. (29 September, 2018). *Laman Web Rasmi Dewan Bandaraya Kota Kinabalu*. Retrieved from Jabatan Hal Ehwal Korporat: www.dbkk.sabah.gov.my/index.php/ms/jabatan-hal-ehwal-korporat
- James Emond, C. S. (2011). *The Project Life Cycle*. Apress.
- Kota Kinabalu City Hall*. (2018). Retrieved from Wikipedia: https://en.m.wikipedia.org/wiki/Kota_Kinabalu_City_Hall
- Steins, J. E. (2011). *The Project Life Cycle*. Apress.
- Western, J. (2007). Public Relations. *International Journal of Project Management*.