



**UNIVERSITI TEKNOLOGI MARA (UiTM) SARAWAK**  
**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**  
**BACHELOR OF ADMINISTRATIVE SCIENCE (HONS.) (AM228)**

**PRACTICAL TRAINING (ADS666)**

**RISDA OF DISTRICT TANAH MERAH / MACHANG KELANTAN OFFICE**

**PREPARED BY:**  
**FATHEN AUNIE BINTI ABDUL RAZAK ( 2011891182 )**

**SUPERVISOR:**  
**NADRAWINA ISNIN**

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

**Name of Supervisor:**

**Place:** RISDA of District Tanah Merah / Machang Office

**Name of Student:** Fathen Aunie Binti Abdul Razak ( 2011891182 )

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

.....

( **Nadrawina Isnin** )

## DECLARATION

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

Signed.



.....  
( FATHEN AUNIE BINTI ABDUL RAZAK )

## ACKNOWLEDGEMENT

Completing this practical training report was proved to be a challenging task for me. However, without any help from many parties, this report is able to be completed within the prescribed time.

Firstly, I would like to thank The Almighty God for wisdom and blessing for me to complete this report successfully. Without the blessing, I would never complete this report on time that given to me submitted.

A great appreciation was given to my lecturers, Puan Nadrawina Isnin and En. Fairuz Hidayat Merican for guiding me during the progress in practical. The advises and guidance given Puan Nadrawina Isnin in completing my report is proven very hard to convey in words. Not only that, the smooth process during managing my practical training attachment also cannot be happened without the help from En. Fairuz. Once again, I am really appreciate of both my lecturers did in this practical training.

I would also like to thank all staffs at RISDA Kelantan of District Tanah Merah / Machang Office, especially to the host supervisor, En. Wan Zuhairie Bin W Usuf for giving full cooperation and sharing knowledge and experience during my practical training attachment in five weeks. With sufficient guidance given from this office, hopefully I can learn something valuable that might help me after graduating from UiTM.

Fathen Aunie Binti Abdul Razak  
Bachelor of Administrative Science (Honours)  
Faculty of Administrative Science & Policy Studies  
Universiti Teknologi MARA, Samarahan.

## **TABLE OF CONTENT**

### **CHAPTER 1: ORGANIZATION PROFILE**

1.0	THE BACKGROUND OF THE ORGANIZATION	1
1.1	THE BACKGROUND OF RISDA JAJAHAN TANAH MERAH/MACHANG	2
1.2	VISION OF ORGANIZATION	4
1.3	MISSION OF ORGANIZATION	5
1.4	CLIENT CHARTER	5
1.5	ORGANIZATIONAL CHART	7
1.6	THE DEPARTMENTS/UNITS IN THE ORGANIZATION	8

### **CHAPTER 2: SCHEDULE OF PRACTICAL TRAINING**

2.0	INTRODUCTION	10
2.1	LOG BOOK SUMMARIZATION	10

### **CHAPTER 3: ANALYSIS**

3.0	INTRODUCTION	18
3.1	TASK ANALYSIS	18
3.2	PUBLIC RELATIONS THEORY	20
3.2.1	Systems theory in public relations	22
3.2.2	Two-way symmetrical model in public relations	25

3.3	PRINCIPLE OF MANAGEMENT THEORY	26
3.3.1	Bureaucracy	26
3.4	PUBLIC FINANCE: PURCHASING & SUPPLY IN PUBLIC PROCUREMENT	28
3.4.1	Introduction & Definition	
3.4.2	Concept Offering Tender	
3.4.3	Policies & procedures	
3.5	STRATEGIC MANAGEMENT IN PUBLIC SECTOR THEORY	
3.5.1	Strategic management Process	31
3.6	ORGANISATIONAL BEHAVIOUR : MARS MODEL	32
3.6.1	Mars Model: Individual Behaviour& Performance	33

#### **CHAPTER 4: RECOMMENDATION AND SUGGESTION**

4.0	INTRODUCTION	36
4.1	SWOT ANALYSIS	37
4.1.1	Strengths	37
4.1.2	Weaknesses	39
4.2	MAJOR CHALLENGES	41
4.2.1	Adapting to new working environment	41
4.2.2	Creating job opportunities	42
4.2.3	Maintaining objectives during training period	42

<b>4.3</b>	<b>RECOMMENDATIONS</b>	<b>43</b>
4.3.1	Recommendations to RISDA JAJAHAN TANAH MERAH/MACHANG Office	43
4.3.2	Recommendations to University Teknologi Mara (UiTM) Faculty of Administrative Science and Policy Studies (FSPPP)	45

## **CHAPTER 5: CONCLUSION**

<b>5.0</b>	<b>INTRODUCTION</b>	<b>46</b>
<b>5.1</b>	<b>CONCLUSION</b>	<b>46</b>
<b>5.2</b>	<b>OVERALL SUMMARY</b>	<b>49</b>

## CHAPTER 1

### ORGANIZATION PROFILE

#### 1.0 THE BACKGROUND OF THE ORGANIZATION

Rubber Industry Smallholders Development Authority (RISDA) is a federal government agency under the Ministry of rural and regional development (KKLW) and was established on 1 January 1973 under the powers passed by Parliament. There are 13 of RISDA by State which include Perlis, Negeri Sembilan, Kelantan, Kedah, Melaka, Sabah, Sarawak, Johor, Pulau Pinang, Pahang, Perak, Terengganu and Selangor. Image 1.1 is the logo of RISDA. The RISDA Chairman and Director General is currently post by Y.BHG. DATO' HAJI WAN MOHAMAD ZUKI B HAJI MOHAMAD. Image 1.2 below is the picture of RISDA Chairman and Director General. The headquarters of RISDA is located at Km 7, Jalan Ampang, Karung Berkunci 11067, 50990 Kuala Lumpur. Image 1.2 below is the picture of RISDA headquarters. . Image 1.2 below is the picture of RISDA headquarter.



Image 1.1: Logo of RISDA

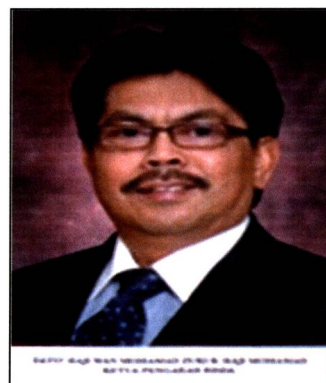


Image 1.2: RISDA Chairman and Director General





Image 1.3: Headquarters of RISDA

## **1.1 THE BACKGROUND OF RISDA OF DISTRICT TANAH MERAH/MACHANG**

RISDA OF DISTRICT TANAH MERAH/MACHANG Office is also known as Central Kelantan Province RISDA Office. It is headed by a RISDA District Officer. Currently the post is held by En Wan Zuhairie Bin W Usuf. Since 1978 year, there already had 12 of RISDA District Officer based on the table 2.1 below. There are 7 of the RISDA Office Station under this Province, (Tanah Merah, Gual Ipoh, Batu Gajah, Machang Utara, Machang Selatan, Jeli, Kuala Balah). The service that offered by RISDA OF DISTRICT TANAH MERAH/MACHANG Office are given priority in strengthening project development activities in groups.

RISDA OF DISTRICT TANAH MERAH/MACHANG Office also provide opportunities for smallholder progressively develop individually, economic improvement project to increase income and reduce poverty, provide front line of competitive and capable of discharging its responsibilities provided successfully and effective delivery system to enhance the quality of services to smallholders from time to time.

RISDA OF DISTRICT TANAH MERAH/MACHANG Office is operated from 8.00 a.m. until 5.00 p.m. Image 1.4 below is the picture of RISDA OF DISTRICT TANAH MERAH/MACHANG Office.

BIL	NAMA	DARI	HINGGA
1.	MUHYIDDIN BIN ZAKARIA	1 JAN 79	30 NOV 89
2.	HJ. DAUD BIN SULAIMAN	1 DEC 89	30 APR 94
3.	HJ. ABD. RAHIM BIN HAMZAH	1 MAY 94	31 AUG 96
4.	HJ. ISMAL BIN MAMAT	1 SEP 96	28 FEB 99
5.	HJ. DAUD BIN SULAIMAN	1 MAR 99	31 MAY 00
6.	MOHAMAD BIN ISMAL	1 JUN 00	31 DEC 01
7.	ZAKARIA BIN MAT ZIN	1 JAN 02	31 DEC 03
8.	WAHD MARICAN BIN MOHD DAUD MARICAN	1 JAN 04	31 DEC 06
9.	WAHD. NAIM B. MUHAMAD (MEMANGKU)	1 SEPT 06	31 JAN 07
10.	RUSLY BIN YAMCUB	11 FEB 07	15/11/07
11.	HAZAL HANIM B. HA. HANI	15/11/07	15/2/10
	MUHAMAD FAHMI B. ABD. SHUKOR	16/2/10	

Table 2.1: Name list of previous RISDA District Officer



Image 1.4: RISDA OF DISTRICT TANAH MERAH/MACHANG Office

## **1.2 VISION OF ORGANIZATION**

The vision statement of RISDA OF DISTRICT TANAH MERAH/MACHANG Office is as mentioned below:

The vision of RISDA OF DISTRICT TANAH MERAH/MACHANG Office is wants to the Smallholder community wishes and knowledgeable.

The vision of an organization is the most crucial thing to shape the organization goal, mission and the work procedure. The vision of the RISDA OF DISTRICT TANAH MERAH/MACHANG Office is very clear and straight to the point where it vision lead the Smallholder Community in Central Kelantan Province RISDA to become knowledgeable through continue efforts prospering the entire smallholder community in need. Besides that, the vision will give the clear understanding about the organization related task and job to the staff and subordinate. The value of this vision also will improve the community in the rural area especially in term of their economy.

## **1.3 MISSION OF ORGANIZATION**

The mission statement of Office is as mentioned below:

RISDA OF DISTRICT TANAH MERAH/MACHANG Office mission is to be a government agency that leader in improving the standard of living of Kelantan smallholders through commercial and farming practices.

The definition of mission is about what the organization wants to be in order to achieve their vision. Mission is the outcome of the vision. It assists the vision through the various ways to achieve the vision statement of the organization.

To enhance the vision, mission of the RISDA OF DISTRICT TANAH MERAH/MACHANG Office a likely to facilitate the need of development of the standard living of Kelantan smallholders by strengthen the reliability of the organization by having a quality service and administration. Moreover, they also enhance the service delivery system development administration to achieve the vision statement of the organization.

#### **1.4 CLIENT CHARTER**

RISDA OF DISTRICT TANAH MERAH/MACHANG Office in the Charter of their general customer as follows:

- 1.4.1 Approval of a complete application for replanting within 14 days after the date of receipt.
- 1.4.2 Payment of the current installment of the date groves inspected within 14 days.
- 1.4.3 Fee assistance successive installments from the date groves inspected within 12 days.
- 1.4.4 Abundant supply of fertilizer from the date of inspection in 14 days.
- 1.4.5 Abundant supply of seeds from the date of inspection in 15 days.
- 1.4.6 Provide early feedback to all complaints within 7 days

Client charter is written and signed evidence in the form of things granted or done. This also a contact made between two people or parties. Based on the client charter, the internal and external customer of the organization are able to identify the work procedure practiced by them. This will help the client feel more confident with the services provide by them. In order to enhance their accountability and transparency in job procedure, client charter gives to the staff in RISDA District Of Tanah Merah / Machang Office, the best guideline for them to follow. Based on the trainee experience in her internship, the services provided are reliable, accurate, and clear, less time consumed and high productivity.

## **1.5 ORGANIZATION CHART**

A diagram representing the management structure of a company, showing the responsibilities of each department, the relationships of the departments to each other, and the hierarchy of management. Image 1.5 below show the organization chart of RISDA OF District Tanah Merah / Machang Offices.



Image 1.5: RISDA District Of Tanah Merah / Machang Organization Chart

## 1.6 THE DEPARTMENTS/UNITS IN THE ORGANIZATION

### ORGANIZATION FUNCTION

There are five of departments/units in RISDA District Of Tanah Merah / Machang Office, which are Administration, Finance, Replanting Aid, Specific Planning, and Development. In each of this Units, had their specific function.

The function of Administration Unit in the RISDA OF DISTRICT TANAH MERAH/MACHANG office are manage and coordinate administrative duties including managing discipline and discipline of staff, coordinate staff training, managing holidays, HRMIS, PSOR, punch cards, post and supervising staff for managing ROLL-CALL, SKT reporting, performance assessment, coordinate ISO Quality System and innovation as well as the preparation of Table File

The function of Finance Unit in the RISDA OF DISTRICT TANAH MERAH/MACHANG office are manage and coordinate the financial tasks, including the preparation and adjustment budget and development, the provision of payment vouchers and voucher coordination, petty cash, preparation of local order forms, medical claims and travel claims.

The function of Replanting Unit in the RISDA OF DISTRICT TANAH MERAH/MACHANG office are encourage the smallholders for replanting of old rubber trees with other crops that produce higher yields and also implement the replanting aid or new crops and the others support programs. These units also collect the information about the smallholders through the registration, the record of procession, and the payment of replanting aid through computer by the Integrated System Replanting Aid.

The function of the Planning and Specific programed Unit are Increase the income level and standard life of the rural area which hardcore poverty and poverty

through the Skill Training programs and Career. Besides that, these units also improve the quality life of family hardcore poverty and poverty through provide their living place with better quality and more reliable, secure, seamless and comfortable by Housing Aid Program. The others function are to evaluate the development programs for the smallholders and provide the statistical report and summary for the management of RISDA and for the others related agency that need its. These units also help the smallholders to increase their income through Additional economic Activity(AET),crops, livestock and village economy.

The function of Development Unit in the RISDA OF DISTRICT TANAH MERAH/MACHANG office are to carry on the process of education which is not formal to encourage the smallholders to accept and practice something that like new technology by consistently with their need. Besides that, these unit also conduct the social activity and institution towards improve the wellbeing of the smallholders and their family. These unit need to develop the cooperative of smallholders towards competitiveness. It's also must implement the application of technology in RISDA and expands it.



## CHAPTER 2

### SCHEDULE OF PRACTICAL TRAINING

#### 2.0 INTRODUCTION

Chapter 2 of this practical training report will summarize the tasks done in RISDA Of District Tanah Merah/Machang Office, which was being recorded in the log book given. The description of job and tasks executed throughout training will be explained in this chapter.

#### 2.1 LOG BOOK SUMMARIZATION

##### **First Weeks: 22<sup>nd</sup> – 23<sup>rd</sup> January 2014**

On 22<sup>nd</sup> January 2014, Wednesday morning, the trainees were reporting to the duty at RISDA Of District Tanah Merah/Machang Office, at 8.00 a.m. after that they were reporting the duty to RISDA District Officer, En. Wan Zuhairie Bin W Usuf at his room. They were given a short briefing about RISDA Of District Tanah Merah /Machang Office, the function held by the office and the task that done by the office. En. Wan Zuhairie Bin W Usuf was the host supervisor, which will guide for the rest of the practical period. After that, they were introduced to the staff in the office. On the first day, the task given was not too much only just introduction session among the staff.

On the next day, the intern was given just small task like photocopy and printing. The intern was making the pamphlets "Handicraft of Rubber Leave" for the exhibition RISDA. This task was involve the editing the pictures of the pamphlets and printing that the pamphlets for the 50 of pages. The next task being assigned is

the filing task. This task involved a few units in RISDA Of District Tanah Merah / Machang Office namely Finance Unit and Planning and Specific Programs Unit. The trainees were taught about treating and handling the filing matter by En.Ibrahim who is as an Assistance Finance Unit.

Besides that, the tasks also consist of stamping voucher and letter of payment in Finance unit. The intern was stamping the vouchers and payment letter for the Replanting Aid Programs according the area of the smallholders comes such as Batu Gajah, Bendang Nyior and Gual Ipoh. The image of 1.6 and 1.7 below shows the pamphlets and stamping the vouchers and payment letter for the Replanting Aid Programs did by the intern.

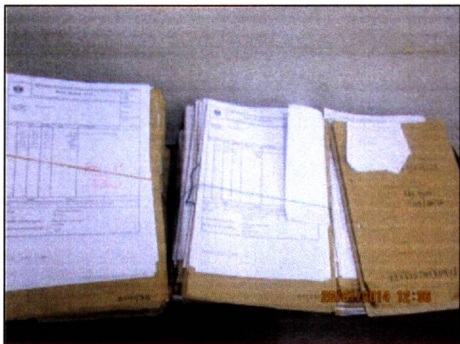


Image 1.6: Stamping Voucher and Letter Payment



Image 1.7: Pamphlets for the exhibition RISDA

## Second Weeks: 26<sup>th</sup> – 30<sup>th</sup> January 2014

On the second week of practical training, the intern was giving the bookkeeping task. Bookkeeping in the context of a business is simply the recording of financial transactions. In RISDA of District Tanah Merah/Machang Office, the intern was giving the previous end of the year's which September, October, November, December 2013 of account statement. Transactions include purchases, sales, receipts and payments by an individual or organization. The task of the intern that needs doing which sorting the numbers of cheque. The transactions were record do by manually before transfer into the data system. They took four days to accomplish the task because the printed ledgers need to be transfer to the data system. It consists of 119 sections which is more than 200 pages. Image 2.1, 2.2, and 2.3 below show the bookkeeping task that the intern was did.

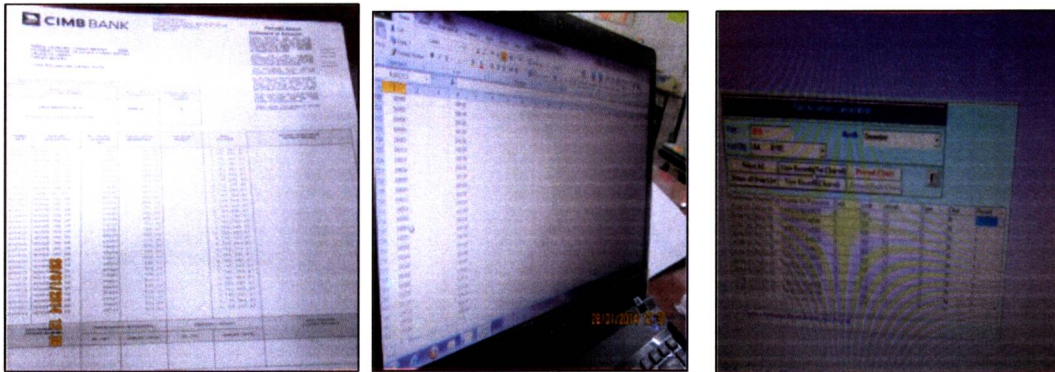


Image 2.1,2.2 and 2.3: Bookkeeping Task

### Third weeks: 2<sup>nd</sup>- 6<sup>th</sup> February 2014

On the third week of practical training, the intern was ask go to the Planning and Specific Unit and assisting the staff to finish the Book of Additional Economic Activity(AET) to send that books to RISDA State Office. The book consists of form and paper work of the applicants. The intern did some editing on the paper work such as pictures, find the equipment and tools and sorting the quotation according the lowest price. The intern must ensure the Applicants Form Book had all the form that asks in checklist. The intern binding all the paper works to make the books that follow by the guideline given by the RISDA State Office. Each applicant must have 4 copy of Applicants Form Book. Image 2.4 below shows that Applicants Form Book. This task took almost 1 week because there are many of the applicants that apply this program.

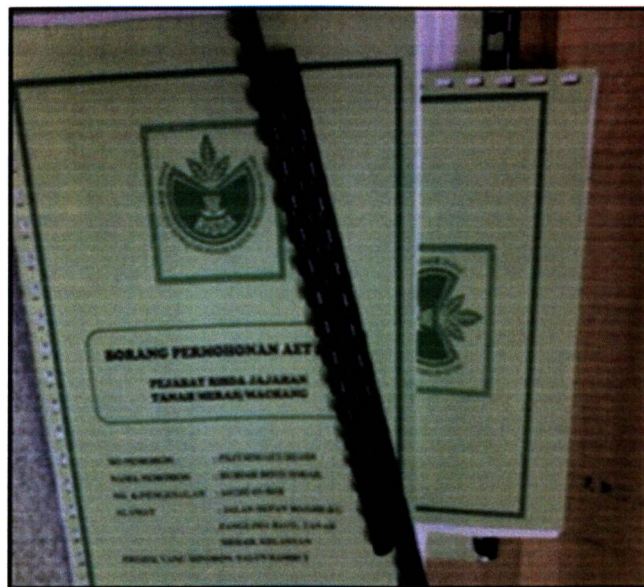
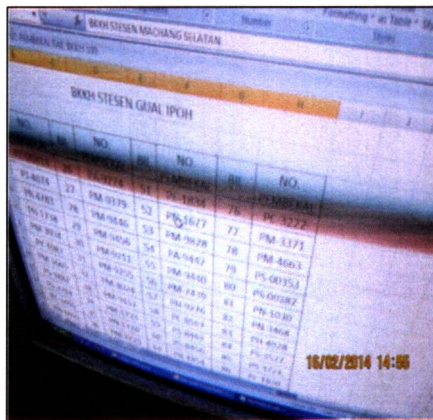
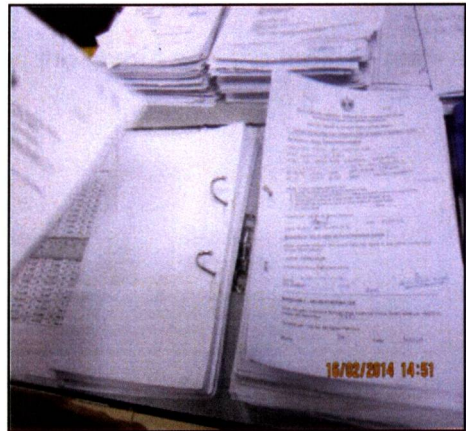
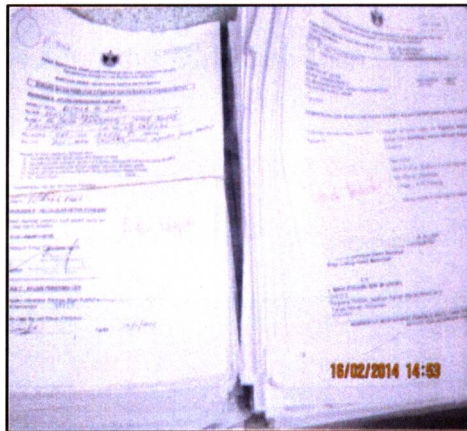


Image 2.4: AET Applicants Form Book

Besides that, the next task given on this week is filing task for BKKH file. In this task, the intern need to separate the BKKH file according to living place which the RISDA Stations of the smallholders comes such as Machang, Gual Ipoh and Batu Gajah.

The intern also needs sorting the numbers of form and key in the data of RISDA System which is PEMBEKAL Numbers. Image 2.5, 2.6, 2.7 and 2.8 below shows the failing task of the intern.



NO.	NO.	NO.	NO.	NO.	NO.
1	PE-00824	26	PA-9274	51	PH-1834
2	PS-4074	27	PM-9379	52	PH-1672
3	PH-4783	28	PM-9446	53	PM-9828
4	PH-1738	29	PM-9455	54	PA-9442
5	PM-3934	30	PM-9211	55	PM-9440
6	PH-1087	31	PM-9255	56	PM-7439
7	PM-1665	32	PM-4024	57	PH-9276
8	PS-1882	33	PM-9452	58	PC-8567
9	PS-3714	34	PM-1733	59	PS-8462
10	PC-1401	35	PH-1726	60	PS-8456
11	PH-1859	36	PM-1725	61	PH-1854
12	PM-1755	37	PH-1793	62	PC-00815
13	PH-14445	38	PH-1861	63	PA-1803
14	PS-14446	39	PC-2156	64	PE-1413
15	PZ-7836	40	PJ-1778	65	PM-1870

Image 2.5 to 2.8 : Filing Task

#### Fourth weeks: 9<sup>th</sup>-13<sup>th</sup> February 2014

On the fourth week, the intern was giving opportunities to work outside which is visiting the project that was doing by the applicants of Additional Economic Activity (AET). This visiting was very significant for getting the “HALAL” Certificate which who the applicants involve in food business. Image 2.8 below shows that the business doing by the applicants of Additional Economic Activity (AET). The intern help the RISDA staff to bring the form that need fill by the applicants to apply and to get the 'HALAL' certificate for their business. Actually, many criteria that need follow who those apply this certificate such as hygiene, the layout and the tools or material that used.



Image 2.8 : Visiting the Applicants of Additional Economic Activity

#### Fifth weeks:16<sup>th</sup>- 20<sup>th</sup> February 2014

On the fifth of week the practical training, the next task given was assigned to assist En.Joni, who one of the RISDA staff at Planning and Specific Programs Unit, to open the tender for the projects in RISDA of District Tanah Merah/Machang Office which is “Cadangan Membina Prasarana TS”.

The task that given to the intern is ensure that all the tender document was submit by the contractor are follow the terms given by RISDA.

There are few procedures need to be follow in opening the tender. Before the tender were open, few contractors need to submit their proposal to organize the project. The process to open the tender is usually confidential. All contractors intending to participate in local tenders must be registered with the Government. For this purpose, a technical committee needs to be formed. This is very important when the organization want to choose the best of the bidder. Specifications should be as detail as possible to give the bidders a clear idea of what is required or expected.

The specifications drawn are functional or performance based although technically detailed specifications are sometimes used. Sale of tender documents may commence from the date of publication of advertisement in the dailies. Tender documents are prepared and distributed at a cost, the minimum being RM30. The contents of the tender documents include general and specific terms and conditions, specifications, a copy of agreement, price schedule, delivery period, objection period and the scope of works expected. Besides that, the Contractor also need compile with the copy of account statement, any related letter and certificate to prove them had experience. Only contractors fulfilling the local registration requirement may purchase tender documents for local tenders. Image 2.0 below shows the Tender Documents.

A Tender Opening Committee comprising of senior government officers will open and schedule all the tenders and prepare a schedule of prices quoted. All tenders will be accorded a serial number and the name of bidders will be omitted to enable fair, just and independent evaluation of tenders by the Technical and Financial Evaluation committees.

RISDA of District Tanah Merah/Machang Office was form the Secretariats of the tenders which was leads by the RISDA District Officer, En Wan Zuhairie and assists by some of the RISDA Officers. The Secretariats held the close meeting to confirm who the win of the bidders.

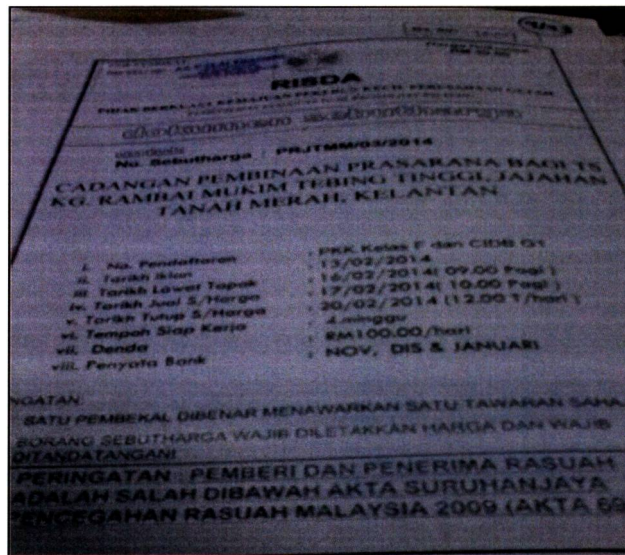


Image 2.0: Tender of Document

### Final week: 23-27<sup>th</sup> February 2014

On the end of the week, the intern not had many task given because there are has meeting RISDA staff with RISDA Manager State at outside. So, all the staff in RISDA Kelantan Office going there just only stays were the interns and clerk which is the operator. A few days, the intern also doing the others task like photocopy, printing, and provide the drink for the members meeting of the staff in RISDA of District Tanah Merah/Machang Office. There are also had the day that the intern nothing to do the task.



situation, trainees need to cope with various situations in order to cater with the demand of the smallholders coming to the office. Not only that, they also need to cooperate together with the staffs in the office during carrying out the tasks in order to serve with the smallholders. From this practical training, trainees also learn from the staffs on how the tasks is done in the office, how does the office operates, how to handle different cases or situations in the office and sharing their experience during working in the office.

During practical training, they had been assigned many tasks such as managing records, dealing with the smallholders, filing, open tender, open ledger book, assisting to pick up the office phone and connect the phone line and any related administrative matters in the office. From this experience, trainees had discovered that have a good management over the office in every department is truly important so that the tasks can be done smoothly and in very systematic way to reduce the delay in the process. Perfect is impossible to be achieved, but as long as the tasks can be done in fast and efficient, this will satisfy the public who are the target audience of the service to be delivered and also give impact to the organizational image.

To relate what they have learnt in class with the workplace, trainees have discovered that some concepts were related to the tasks that had been carried out in the workplace.

### 3.2 PUBLIC RELATIONS THEORY

The first subject that related with the practical training is the Public Relations or PRO458. Public relations, as mentioned by Lattimore, Baskin, Heiman and Toth in their book, *Public Relations: The Profession and the Practice*, is defined as:

“A leadership and management function that helps achieve organizational objectives define philosophy and facilitate organization change. Public relations practitioners communicate with all relevant internal and external public to develop positive relationships and to create consistency between organizational goals and societal expectations. Public relations practitioners develop, execute and evaluate organizational programs that promote the exchange of influence and understanding among an organization’s constituent parts and publics.” (Lattimore, Baskin, Heiman and Toth, 2009).

As mentioned by Lattimore, Baskin, Heiman and Toth in their book, *Public Relations: The Profession and the Practice*, the duties of public relations practitioners, as published in Public Relations Society of America (PRSA)’s booklet *Careers in Public Relations*:

1. Programming: Analyzing problems and opportunities, defining goals and the public targeted, and recommending and planning activities.
2. Relationships: Gathering information from management, from colleagues in their organizations and from external sources.
3. Writing and editing: reach a large group of people, through printed materials such as reports, news releases, booklets, speeches, film scripts, trade magazine articles, product information and technical material, employee publications, newsletters, shareholder reports, and other management communications directed to both organizational personnel and external groups.

4. Information: sharing information with appropriate newspaper, broadcast, and general and trade publication editors to enlist their interest in publishing an organization's news and features.
5. Production: communicating the public using publications, special reports, films and multimedia programs.
6. Special events: an event that organized to gain attention and acceptance, which require careful planning and coordination, attention to detail and the preparation to special booklets, publicity and reports.
7. Speaking: face-to-face communication is the key for interaction.
8. Research and evaluation: the study on the issues, organizations, public, competition, opportunities, threats and so on for finding the level of effectiveness of public relations programs and try to evaluate the current performance of the programs that should align with the organizational objectives.

Based on our subject of Public Relations (PRO458), we are being taught about the roles played by the public relations practitioners as the representative of the organization as a whole. In the class, public relations practitioners seek to have strong relationship with the public. They will be seen as the figure of organization, the person who will be interact actively with the public in giving the information that public need and the person who will be executing the organizational programs to meet the organizational goals.

By adapting this concept to the practical training, it is cleared that the RISDA District of Tanah Merah/MachangOffice's staffs can be seen as the public relations practitioners. This is because each RISDA District of Tanah Merah/Machang Office's staffs have been given their tasks to do and how do they communicate to the smallholders by using everything that they get from the top level management.

In everyday tasks, all RISDA District of Tanah Merah/Machang Office's staffs have to interact actively with the smallholders and deliver of the smallholders needs according to their demand. From this concept, it is shows that the staffs are responsive to the smallholders because they are being given the job to deliver the information and react to any smallholders demand according to their tasks given by the upper level.

For example, in order to encourage the smallholders increase their income, they can join and participate in any programs that handle by RISDA. So, as the public relations practitioners, RISDA District of Tanah Merah/Machang Office's staffs need to ensure that all the information about the programs that was planning by RISDA reach to the smallholder.

### **3.2.1 Systems theory in public relations**

Systems theory can define on how an organization interacts with the others and the relationships towards the organization itself. This theory gives the proper guidance for the organization in recognizing the interdependence of organization with the internal and external environment that surrounds the organization. In case of RISDA District of Tanah Merah/Machang Office's, the systems model of this office can be interpreted as follows

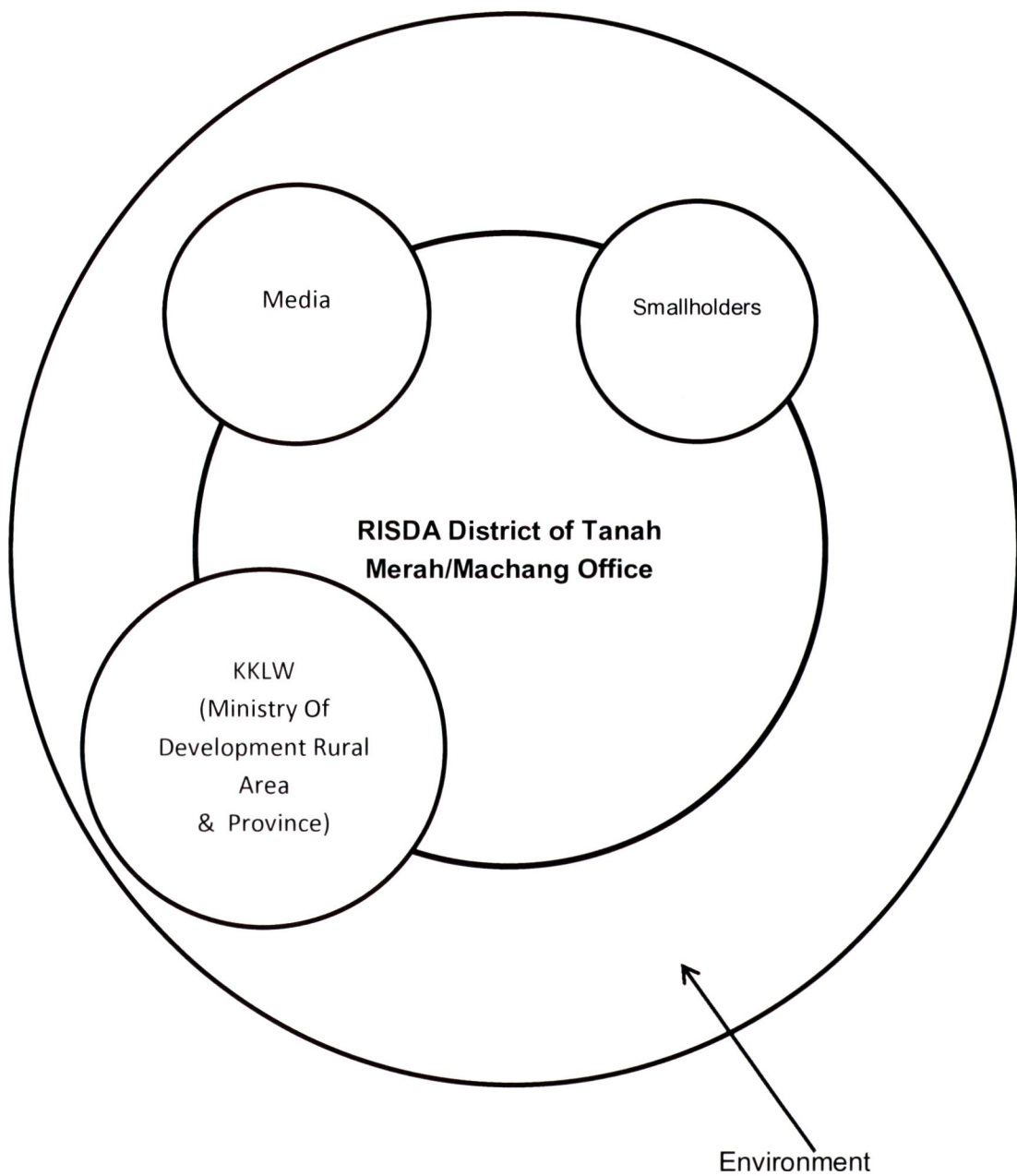


Figure 3.1: Systems Model of RISDA of District Tanah Merah/Machang Office and its Environment

Based on Figure 3.1, it can be seen that in the Systems Model, the environment that surrounds by the RISDA of District Tanah Merah/Machang Office are Ministry of Rural Area and Province, media and smallholders. The relationship between this office with these three entities can be explained as follows.

Ministry of Rural Area and Province can be seen as the most upper rank of management RISDA. This is because the administration of RISDA of the Headquarters is directly under this ministry. From this model, the interaction between the ministry and this organization is more towards planning, give the implementation of the ministry policy to the office and funding any activities carried out by the Division RISDA Office.

Media also play an important part for the RISDA of District Tanah Merah / Machang Office. This is because media will be delivering any important message or information that comes from the RISDA of District Tanah Merah / Machang Office to be delivered to the smallholders. The most important in this relationship is the role played by media is more towards publishing any latest activities or announcement made by RISDA.

Smallholder is the most important element in this relationship. This is because the Smallholders is the target audience of the RISDA of District Tanah Merah / Machang Office in delivering the service offered by this office. Therefore, having a close relationship with the Smallholder is a must for this office because the tasks done by this office is to take care the Smallholder economy and welfare as well as ensuring the Ministry of Rural Area and Province policy can reach the thought of the Smallholder.

### **3.2.2 Two-way symmetrical model in public relations**

Two-way symmetrical model can be seen as how the organization adjusts themselves with the public. It concentrates on the use of social science research methods to achieve mutual understanding and two-way communication rather than one-way persuasion (Lattimore, Baskin, Heiman and Toth, 2009). In this model, balancing the self-interests with the interest of others in give-and-take process can waver between advocacy and collaboration, and the involvement from every parties are needed in dealing with various problems as mentioned by James E. Grunig (Lattimore, Baskin, Heiman and Toth, 2009).

By applying this model to the practical training, it can be seen that the relationship between RISDA of District Tanah Merah / Machang Office and the smallholders are likely to be in two-way communication. So, the staffs in this office will try to fulfill the smallholders needs by enhancing the interaction with the smallholders. In order to fulfill the smallholders demand, the staffs will ask the cooperation from the smallholders, the service that they demanded and the solution to the problem. Whereas, the smallholders will tried to give full cooperation by explaining about what they need in meeting the staffs, giving the required information and also ask the further details if they need more assistance. From this situation, it shows that the daily task of the staffs RISDA of District Tanah Merah/Machang Office is by creating a mutual sense of interaction to deliver the required information to the smallholders as response by the smallholders themselves.

### **3.3 PRINCIPLES OF MANAGEMENT THEORY**

The second's subject that related with the practical training is the Principles of Management, ADS460. In the subject Principles of Management (ADS460), trainees learn that management is defined as the managing through people in terms of planning, organizing, leading and controlling. The management basic principles are planning, organizing, leading and controlling. The management seeks to find out how a person manages the subordinates under his or her command in achieving organizational goals and objectives.

#### **3.3.1 Bureaucracy**

Bureaucracy, as mentioned by Max Weber is defined as the process which full of rules and procedure, in a hierarchical manner. Bureaucratic organization has to be fully dependent on the rules and procedures in carrying out tasks and being monitored by the higher level management. Max Weber listed down six (6) elements of a bureaucratic organization (Visionary Publications Inc, n.d):

##### **1. A formal hierarchical structure**

Each level controls the level below and is controlled by the level above. This means that the lower level of organization is controlled by a higher level of management and so forth. A formal hierarchy is the fundamental element of central planning and centralized decision making.

##### **2. Management by rules**

Everything is controlled by rules and decisions are made at high levels of management to be executed by all lower levels management.

##### **3. Organization by functional specialty**

Work is to be done by specialists, and people are organized into units based on the type of work they do or skills they have. This means that the people



who assigned to certain job are based on their capabilities or knowledge that they have in performing the job.

**4. An "up-focused" or "in-focused" mission**

Both missions depend on the organization's purposes. If the mission is described as "up-focused," then the organization's purpose is to serve the stockholders, the board, or whatever agency empowered it. If the mission is to serve the organization itself, and those within it, for examples, to produce high profits or to gain market share, then the mission is described as "in-focused."

**5. Purposely impersonal**

Treating everyone equally without any influenced by other parties is the main concern. So, equal treatment to all employees and customers is a must for an organization.

**6. Employment based on technical qualifications**

The employment is done through qualification of a person. Based on qualification, a person will be employed to the job that matches with his or her skills.

The bureaucratic system in RISDA of District Tanah Merah/Machang Office can be seen by the high dependency of the staffs to the high-ranked officers in decision making, which shows the hierarchical chain of command and strictly bounded by rules and procedures. By having a bureaucracy organization, RISDA of District Tanah Merah/Machang Office can maintain the quality of decision making and therefore avoid biases in decision making.

The rules and procedures are used in maintaining the standard or requirement in service delivery so that the quality of work can be monitored according to the proper guidelines.

Based on strict rules and procedures, it can be seen that the office can give the staffs more disciplines in completing their job and focus on their functional role in each job through specialization.

### **3.4 PUBLIC FINANCE: PURCHASING & SUPPLY IN PUBLIC PROCUREMENT**

The third subject that related with the practical training is the Public Finance, ADS652. During the practical training, the intern had been given exposed to the tender that related in Public Finance(ADS652) which is the Public Procurement chapter.

#### **3.4.1 INTRODUCTION & DEFINITIONS**

Public Procurement is the process of purchasing goods and services required by the various governmental departments and agencies, in order to perform the daily routine activities and functions, efficiently and effectively. In addition to that, the purchasing of goods and services also include several activities such as identifying of goods and services to be used in order to perform the activities. Secondly, public procurement means activities of ordering of services and goods required by following specific rules and regulation as prescribed in the Treasury Instruction that amend 1963 year, page 73

Thirdly, it's also means keeping and maintaining the goods and services purchased, in order to make sure goods and services are in good condition and

ready to be used when it is required. Fourthly, public procurement also includes the disposal of goods or products, that are old, outdated, or over the expiry date, and thus might need or require higher maintenance services to maintain them, for example, goods or products of old office equipment and vehicles.

### **3.4.2 CONCEPT OF OFFERING TENDER**

Tender here refers to project that is being offered by government to the local contractors, who can accomplish the mentioned project. A good tender must follow certain procedures and policies as listed by the government. Among these are - the tender must be post on the local newspaper, there must be acceptance of tender which means that officers should check to ensure the proposals are sent by the contractors in the correct format, order and procedures. In addition to that, the price quotation should also be listed.

### **3.4.3 POLICIES AND PROCEDURES:**

In Public Procurement, Government employees (civil servants) must follow the guidelines of public procurement policies and procedures. And generally, every governmental departments (or ministries) have the same policies and procedures with regards to public procurement. However, the policies and procedures with regard to public procurement can differ based on - the item of goods and services to be purchased. Principally there are four different forms of procurement. These are - Tender, Quotations, Direct purchase or Contract purchase and Emergency purchase. During the practical training in RISDA of District Tanah Merah/Machang Office, was open the tender for some projects and Quotations for the Supplier provide tools and equipment's under Additional Economy Activity Programs. Some of the project that below RM500 000, RISDA of District Tanah Merah/Machang Office does not need to open the tender but just only dealing with the Quotations that provide by the Supplier.

### **3.5 STRATEGIC MANAGEMENT IN PUBLIC SECTOR THEORY**

The fourth subject that related with the practical training is the Strategic Management in Public Sector, ADS553. In the subject of Strategic Management in Public Sector, the intern had learned the meaning of the strategic management according to John Viljoen & Susan Dann(2003) is the process of identifying, choosing, and implementing activities that will enhance the long term performance of an organization by setting direction and creating compatibility between the internal skills and resources of organization. Also by taking the changing external environment within which it operates is as relevant today as it has ever been.

The activities of governments are diverse, ranging from those with potential commercial focus to boost up country economy to those that are socially oriented such as welfare programs, education and public health campaigns. The key drivers behind the public sector reform process have been a desire for smaller government, improved efficiency and effectiveness, improved responsiveness, a reduction in government expenditure and improved accountability(John Viljoen& Susan Dann(2003)).

Environmental challenges continually exhorted public sector to adopt strategic management models and practices inspired by private sector to increase productivity, customer responsiveness and other competencies. Strategic management also helps fulfill various stakeholders' needs. Stakeholders are defined as any group or individual who can affect or affected by the achievement of the organization's objectives. Among the important stakeholders are follow:

- Particular customers or clients
- Private Sector firms and non-profit organizations who contract to help do the work of public agencies

- Other governmental units that may involve in the frequent intergovernmental provisions or services
- Interest groups or community who feel they have a stake in what public agencies do
- Policy making bodies that both define the mission and provide the oversight of public agencies.

In the public agencies like RISDA of District Tanah Merah&Machang Office, the strategic management helps fulfill various stakeholders needs especially the smallholders. The strategic management also can affect to the others stakeholders towards achievement of the RISDA of District Tanah Merah&Machang Office. The intern understands that the policy making bodies who the others stakeholders is the Ministry of Rural Area and Provisions which is responsibilities to ensure that all the government agencies under this ministry included RISDA well manage in order to achieve their mission.

### **3.5.1 Strategic Management Process**

The intern had learned that there are three steps in the strategic management process that suggested by Fred R. David(2009), formulation, implementation and evaluation.

Formulation is the first steps in the strategic management process. It's developing a mission statement, identifying external opportunities and threats, determining internal strengths and weaknesses, establishing long-term objectives, formulating alternative strategies and selecting particular strategies to pursue.

Implementation is the second steps in the strategic management process. It's establishing annual program objectives, devising policies, motivating employees, and allocating resources to ensure the successful execution of formulated strategies,

developing a strategy supportive culture, creating an effective organizational structure, preparing budgets and developing and utilizing information management systems.

The third and end of the strategic management process is evaluation. It's reviewing external and internal factors that are the bases for current strategies, measuring program performance and taking corrective actions.

During practical training, the intern seen that RISDA of District Tanah Merah / Machang Office conduct many program and activities that involve rural society especially the smallholders. This programs and activities were managed very effectively and efficiently by using strategic management. For examples, RISDA through introduction of Additional Economic Activity programs to the smallholders in order to increase their income and not only just depend the rubber selling. Strategic management that was applied by RISDA succeeds to increase the smallholder's income after their economic activity was got some profit. RISDA was evaluating the effectiveness of this program by monitor their activities.

### **3.6 ORGANISATIONAL BEHAVIOUR : MARS MODEL**

The fifth subject that related with the practical training was Organizational Behavior. The intern already study the mean of organizational is the group of people whowork interdependently towards some purpose. So, RISDA especially RISDA of District Tanah Merah/ Machang Office is anorganization that was established to achieve the RISDA's mission by cooperation of their staff.

Organisational behavior (OB) is the study of what people think, feel and do in and around organization. It looks at employee behavior, decisions, perceptions and emotional responses.

It examines how individuals and teams in organizations' relate to each other and to their counterparts in other organizations. OB also encompasses the study of how organizations interact with their external environments, particularly in the context of employee behavior and decisions.

### 3.6.1 Mars Model: Individual Behaviour& Performance

Motivation, Ability, Role perception, and Situational factors are represented by the acronym MARS. All four factors are critical influences on an individual voluntary behavior and performance. If any one of them is low in a given situation, the employee would perform the task poorly. For example, motivated salespeople with clear role perceptions and sufficient resources will not perform their jobs as well as they should if they lack sales skills and related knowledge.

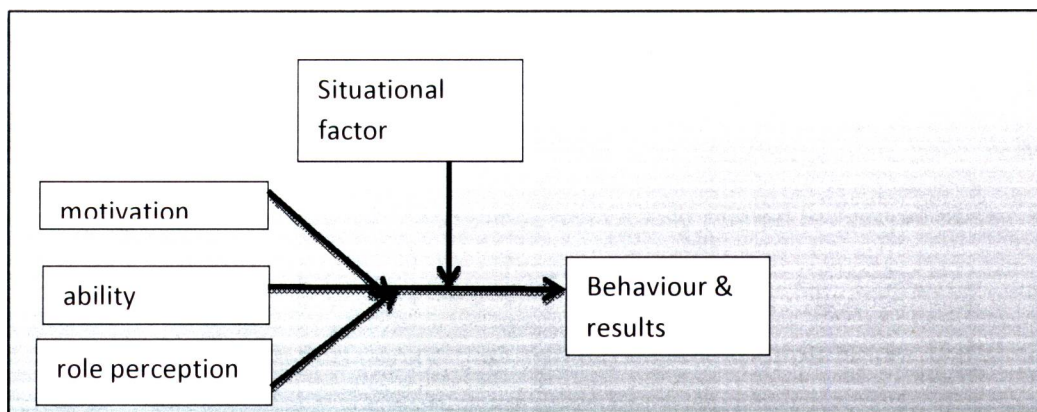


Figure 3.2: MARS Model

- Employee Motivation

Motivation represents the forces within a person that affect his or her direction, intensity and persistence of voluntary behavior. Direction refers to the path along which people engage their effort. People have choices about where they put their effort, they have a sense of what they are trying to achieve and what level of quality, quantity and so forth. In other words, motivation is goal directed, not random. People are motivated to arrive at

work on time, finish a project a few hours early, or aim for many other targets. The second element of motivation, called intensity, is the amount of effort allocated to the goal. Intensity is all about how much people push themselves to complete a task. Motivation also involves with persistence which is continuing the effort for a certain amount of time. Employees sustain their effort until they reach their goal, or they give up beforehand.

- Ability

Employee abilities also make a difference in behavior and task performance. Ability includes both the natural aptitudes and the learned capabilities required to successfully complete a task. Aptitudes are the natural talents that help employees to learn specific task more quickly and perform them better. There are many physical and mental aptitudes. Learned capabilities are the skills and knowledge that you currently possess. These capabilities include the physical and mental skills and knowledge you have acquired. Aptitudes and learned capabilities are closely related to competencies, which has become a frequently used term in business. Competencies are characteristics of a person that result in superior performance. The challenge is to match a person's competencies with the job's task requirements. A good person-job match not only produces higher performances, also tends to increase the employee's wellbeing. One way to match person's competencies with the job's task requirements is to select applicants who already demonstrate the required competencies.

- Role Perceptions

Role Perceptions are the extent to which people understand the job duties assigned to them or expected of them. These perceptions are critical because they guide the employee's direction of effort and improve coordination with co-



workers, suppliers and other stakeholders. There are three components to role perception. First, employees have accurate role perceptions when they understand the specific task assigned to them, they know the specific duties or consequences for which they are accountable. Second, people have accurate perception when they understand the priority of their various task and performance expectations. This includes the quantity versus quality dilemma, such as how many customers to serve in an hour versus how well the employee should serve each customers.

- Situational factors

Employee's behavior and performance also depend on how much the situation supports or interferes with their task goals. Situational factors include conditions beyond the employee's immediate control that constrain or facilitate behavior and performance. Therefore corporate leaders need to carefully arrange these conditions so that employees can achieve their performance potential.

In RISDA of District Tanah Merah/ Machang Office, the intern seen that their staff had application the Mars Model in order to complete their task. Risda District Officer, En. Wan Zahari sometimes give motivation to them especially during meeting to achieve KPI, (key performance index) in each of departments that already set up by En. Wan Zahari. Some of them had ability coping with heavy workloads even force them to bring the task and doing it at home. Role perception of each RISDA staff is low because there are some staff does not know how to do the task especially when it's involving the technology tools.

## CHAPTER 4

### RECOMMENDATION AND SUGGESTION

#### 4.0 INTRODUCTION

Chapter 4 will focus on the further analysis that carried forward from Chapter 3. In this chapter, the discussion will provide suggestions or recommendations for the improvement of the organization itself, based on the analysis of strengths and weaknesses that organization currently possesses.

As trainees have been attached at RISDA of District Tanah Merah/Machang Office, they have learnt a lot about the current capabilities that office possesses. The practical training has exposed them to the real-life working environment whereby in this office, they need to discipline themselves in regards with attire, punctuality and focusing on completing every tasks that has been given.

This is because RISDA of District Tanah Merah/Machang Office is a government agency that mostly deals with the smallholders. From this office, trainees learnt on how a public servant interact with the smallholders in constantly giving services and learning on how to control the situation when facing various need from the smallholders. Thus, it is not an easy job to be a public servant as they need serve to the different people with different preferences.

## **4.1 SWOT ANALYSIS**

SWOT Analysis is used to make an analysis of the current capabilities possessed by an organization. SWOT Analysis used to identify the area that organization strong for and also what organization lacks of and also comparing whether the current performance of the organization is aligned with the organizational goals and objectives. Based on trainees working experience in practical training for 5 weeks, they can manage to identify the organization capabilities that currently possessed.

### **4.1.1 Strengths**

- Active communication interaction

Working in public sector will require a staff for having an active interaction with the public. RISDA of District Tanah Merah/Machang Office also cannot escape from this active role in public sector, which to have an active interaction with the public.

During the practical training, the intern seen that the RISDA of District Tanah Merah / Machang Office always receiving comes of the smallholders to the office. Normally, the smallholders came to the office to get the more information about the latest of RISDA Programs besides to deal the others matter like the education aid for their child continuous the study. This communication is very significant to ensure that all the programs and planning of RISDA getting the cooperation from the smallholders especially when they going underground like their village.

- Close Relationship employer-employees

The relationship between the employer and employees will influence the organization environment because this people are the responsible to the successes of the organization in order to achieve the vision.

In the RISDA of District Tanah Merah / Machang Office case, the intern got seen that there are close relationship between the RISDA staff and RISDA District Officer. The intern also getting chances invite by one of the staff RISDA to attend his child wedding. There will announce on the morning if any ceremony doing by the RISDA staff to invite all the staff. Besides that as usual, when had any meeting, there will provide lunch or hi-tea and eating together.

- Practices of 5 S

5S was developed in Japan and stands for the Japanese words seiri (tidiness), seiton (orderliness), seiso (cleanliness), seiketsu (standardization), and shitsuke (discipline). These words have been adapted to English to maintain "5S." It is necessary for a public organization right now. This is because practicing the element of Total Quality Management (TQM) has become a measurement in achieving continuous improvement in public organization.

In the RISDA of District Tanah Merah/Machang Office case, this practice must always practices to increase efficiency and effectiveness through practicing each element of 5S for having a continuous improvement in their work.

#### **4.1.2 Weaknesses**

Besides the strength, the intern cannot deny that during the practical training, RISDA of District Tanah Merah/Machang Office had also their weakness.

- Lack of facilities and equipment's

Performance some of the organization will disturb when the facilities and equipment's is not enough to use by all the staff on same time. It also will give others bad impacts towards the organization such as delaying in the process; reduce motivation and losing focus of the staff to work.

In RISDA of District Tanah Merah/Machang Office, the facilities or equipment's that needed for the usage of daily work may be costly in nature, as a result it will be difficult for the office to request higher budget on buying certain equipment or facilities, with the limitation of allocation to the office annually. For example, the office has only have one fax machines which proven not enough to cater the need of the staff and organization itself. This is because buying a fax machine may be costly with such limitation amount of allocation on the office every year. The office furniture like table and computer not update by the management and some of the table that used since the year of 2000. Instead, the computer software that still using now is the old windows and sometimes causing hanging. The stationery also not provide in each departments or unit. The staff need borrow from the Administration Unit and sent back.

- Low awareness in Information and Technology (IT) usage

IT is very important to an organization because it can improve the system of the management and the way of organization work from the traditional towards modernization. The usage of IT in the working place has becoming the most important part in organization. IT not only focusing on the usage of the software, it also linked with the usage of technology in reducing time in finishing job. For examples, When the organization does not need post some letter to the headquarters but just only using e-mail. However, if the organization not had skill and knowledge in IT, it's very difficult for them to compete with the others organization.

In case of RISDA of District Tanah Merah / Machang, it was shown that some computers are still using Windows XP operating system. With the high vulnerability of being attacked by virus, Windows XP is proven to be not safe enough in storing the confidential documents in the office computers. This may also increase the risk of computer infection to the malicious cyber threat that may lead to the loss of important documents. Moreover, the database management system is not strongly implemented in this office and still highly dependent on the manual filing system. This may increase the usage of papers due to the low awareness of the staffs in using the database management system for safekeeping records and avoid redundant data.

- Bureaucratic problem

The Public organization always involve with the bureaucratic system that had advantage and disadvantage. Sometimes the bureaucratic system made the decision making process becomes low because it's involve the top level management. The approval that can take only few minutes but because the head of officer is outstation, the approval need to hold till several days.

It may easily violate or contradict the Client Charter. Moreover, the high amount of procedures in fulfilling the service needs may also increase the temporal risk to the public and making the process become much slower.

During practical training, the intern saw some of the payment that to pay to the smallholders becomes late because the RISDA District officer not in the office which need getting his hand sign first. In weekly meeting also sometimes the staff need took long time to wait its start because the RISDA District officer attends the others event.

#### 4.2 MAJOR CHALLENGES

During practical training period, there will be several problems or challenges that might have to look at, in terms of enhancing more proactive cooperation in the organization for having a balance learning process. It can be divided into three aspects:

##### **i. Adapting to new working environment**

In practical training, the students will face the new environment that they not feel it in the classrooms. This environment changes becomes the challenges for the intern in order to finish the practical training in the 5 of weeks. Therefore, adaption to this new culture will take a lot of time in order to match them with the real-life working environment. The biggest challenge ever is creating links between the staff, which is different from the campus life that trainees still can have the chance to choose whoever that they can work together.

**ii. Maintaining objectives during training period**

A short practical training period requires a proper management of work in order to maintain the objectives during this 5 weeks period. There might be some problems experience by the students in maintaining the learning objectives despite they are also actively involved in the government policy in this office. So, keeping the learning objectives align with their daily tasks also become the hardest part in this 5 weeks period because sometimes the task that given to the intern not compatible with the syllabus in their course.

**iii. Creating job opportunities**

In Public organization, it is very difficult to get the job opportunities because there are limited vacancies in public sector. So, the process of obtaining knowledge in outside the campus is needed to strengthen the working experience that trainees possess.

**4.3 RECOMMENDATIONS**

The Practical Training or ADS666 subject is completed almost of 5 weeks by the final year student during their semester holidays. The introduction of these subject giving the new experience towards the students especially when they getting the job in an organization after the graduation. The students are able to see the true working experience in the local government administration and comparing with the theoretical knowledge as they learned in Introduction to Public Administration subject (ADS404).



The practical training attachment in RISDA of District Tanah Merah / Machang Office also exposed us with the work procedures in the office. It gives them to learn on how the task is done in RISDA of District Tanah Merah/Machang Office, with handling many important documents and records that also needs proper filing or storage for reference.

The practical training attachment, as introduced in this subject, ADS666, has proven to be a good program in terms of learning purposes for the students. Not only that, by having this practical training, it will strengthen the cooperation and collaboration between UiTM and RISDA of District Tanah Merah / Machang Office, as well as the other government agencies, either from state or federal government. It will become a medium of exchange the knowledge between UiTM students and RISDA of District Tanah Merah / Machang Office, especially in terms in managing the local government administration.

However, some matter in Practical Training that the RISDA of District Tanah Merah / Machang Office and the UiTM need giving attentions.

#### **4.3.1 Recommendations to RISDA of District Tanah Merah / Machang Office**

- **Task Assignments**

There are some of the task given to the intern is not challenging and simple task like as photocopy and hang up the telephone cal. This problem may not give the student a chance for contributing their knowledge to the office. This problem may not give the student a chance for contributing their knowledge to the RISDA of District Tanah Merah / Machang Office and show their full potential in the office.

Therefore, a challenging task should be assigned to the student in order to help the students to furnish their administrative knowledge and give them full preparation for working outside after graduation.

- **Proper training module**

RISDA of District Tanah Merah / Machang Office need to have the Proper Training Module especially in short period like 5 weeks in order the intern get fulfill the training period with the better task and no longer the meaning of 'nothing to work' for the sometimes.

The training module can become a guideline for the host supervisor in giving the instructions according to the period of practical training. In this module, it includes the job description of each session or department and who can give the command in that unit so that to reduce the dependency of host supervisor in making decisions.

#### **4.3.2 Recommendations to University Teknologi Mara (UiTM) / Faculty of Administrative Science and Policy Studies (FSPPP)**

- **Increase the practical training period**

Practical training attachment during semester break in Part 5 may be a short period for students of Bachelor of Administrative Science (Hons.). Therefore, the knowledge and experience obtained by the students might not be enough for the learning purposes. Some of the organizations are reluctant giving to the intern practical training in their organization because of these short periods. However, the suggestion for at least extending the practical training period might be rational to increase the learning experience of the students in the office.

- **UiTM lecturers' supervisions during practical training period**

The UiTM lecturers' supervisions need consistently visit at least in 3 times during the training period. It is very important to keep in touch with the student in order to the intern seriously focus towards their works. On the same time, to ensure the organization are committed and willing to give the full cooperation towards the intern during the practical training period.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.0 INTRODUCTION**

Chapter 5 will summarize all the discussion in each chapter in the report by mainly concentrate on the main points.

#### **5.1 CONCLUSION**

These are the summarization of each chapter in my practical training report.

Chapter 1 is discussing on the background of the organization. In this chapter, the detail of the organization is being introduced. It consists about the background of RISDA of District Tanah Merah / Machang Office in general, the nature of the organization activity and its profile. In Chapter 1, trainees have listed the organization history, vision of organization, mission organization, client charter, organizational chart and the main department or units in organization.

By referring to Chapter 1, it give the information about the organization profile, the fundamentals that builds the organization, the organization hierarchy and also the nature of work that RISDA of District Tanah Merah / Machang Office do. From the information that trainees obtain about the organization, they can identify about the background of the organization itself and also define its nature of work based on the information provided.

Chapter 2 gives the discussion about activities and job done in the organization and the summary of daily job, as reflected from the practical log book. The intern discuss about the task given in weekly. In this chapter, every tasks that trainees do is listed on this chapter, that shows how they work normally done in this office. The daily job is recorded not only in the logbook, also in this report to support the task performing progress in the office. As we know, practical logbook is being supervised not only their host supervisor, also by the lecturer in

evaluating the current progress in RISDA of District Tanah Merah/Machang Office. Chapter 2 gives on how they organized and record every work that they had done during the practical training attachment in an organized way. This will give them the knowledge in organizing the schedule and also record management of information. Not only that, consistent checking on the logbook activities can give them some sort of discipline in recording the work activities.

Chapter 3 is more concentration on the analysis of the task done in the organization. During practical training, trainees have analyzing on the task that normally done in this office, the applicable theory that applies in the job, the theoretical aspects that practices in the office and also the analysis on the theoretical parts that reflects the real-life experience during working. From the analysis made in Chapter 3, it can show that how much theoretical aspects that trainees learnt in the classroom are applicable in their practical training attachment in five week times. The job done and how they going to make the theory that they have learnt in the class can be used in the workplace is seen as the most challenging part during this period. From this situation, they have realized that this is the chance that has been given by the faculty to see what can trainees done if facing several workplace issues that might test their theoretical part as well as critical thinking in managing each problem. These precious experiences are very valuable to them in synchronizing both these aspects after graduating from UiTM.

Moreover, trainees also have given the chance to experience the life as the public servant. From the practical training, it is proven that being a public servant is not easy. It needs determination, patience, efforts and the motivation to move forward.

Chapter 4 is more concerning about the further analysis carried forward from Chapter 3. In this chapter, the analysis of strengths and weaknesses as well as major challenges faced by the practical training students is being digested well.

From this chapter, it can be clearly seen that there are several strengths and weaknesses that currently possesses by RISDA of District Tanah Merah / Machang Office in carrying out the normal routines. The strengths that RISDA of District Tanah Merah / Machang Office is proven to be the strong points of the consistency of the performance of RISDA of District Tanah Merah / Machang Office in terms of providing the service to the smallholders.

Meanwhile, RISDA of District Tanah Merah / Machang Office also cannot run by having several weaknesses that might be a critical factor towards the success of daily work progress that normally done by this office. Not only that, several challenges also faced by students in keeping the job as well as the practical training give some valuable knowledge and experience while being attached for five weeks. Therefore, it is important for RISDA of District Tanah Merah / Machang Office to refurbish their current strength to the higher level at the same time make counter measures against their possible weaknesses for improving their current services.

In this chapter, several recommendations also being given to the RISDA of District Tanah Merah / Machang Office and UiTM in improving not only this practical training attachment, also the organization management in the practical training place. These suggestions might not be excellent ideas, however the suggestions that I give to both parties hopefully might be considered by both parties in terms of improving several areas in this practical training.

Even though trainees noticed several possible suggestions that might be suitable to improve this practical training, however the rest of the decisions still on the hands on both parties whether it can be taken into consideration or giving a little hint on realizing the parts that might need to work on in the future.

## **5.2 OVERALL SUMMARY**

In conclusion, the practical training attachment in RISDA of District Tanah Merah / Machang Office starting from 22nd January 2014 until 30<sup>th</sup> February 2014 is considered to be a very valuable period for trainees. During five weeks of attachment in RISDA of District Tanah Merah / Machang Office, it is proven that there are vast amount of knowledge and experience that trainees obtained during this period. The learning process that they experienced in this office has proven enough for them in giving a clear hint on what might be experienced in the workplace after getting a job. Begin with bookkeeping task, filing task, and dealing with the tender documents are the parts of the task given did by the intern besides the others task like printing and photocopy. The learning process includes on how do the job normally done, several uncertain issues that need to be tackle properly, the working environment in the office and working system in the office. From this stage, they have learnt so many things in the office and hopefully may give me something much precious memory that may not be obtained from the classroom. After this practical training, trainees have experiencing some changes in them self whereby the communication skills are slowly improved, thanks to the five weeks attachment in RISDA of District Tanah Merah/Machang Office. Of course they cannot experience these changes without any supports from the staffs who always teach them everything about the administrative line and the public relations with the smallholders. By having this opportunity to be exposed in a real-life working environment, trainees can conclude that there are many challenges that might be

faced in the future after finishing the Bachelor Degree. However, with this practical training attachment, they can measure the readiness level to work in the workplace after getting a job and preparing for far more serious challenges that requires both physical and mentally readiness. In short, RISDA of District Tanah Merah / Machang Office can be one of the best places for the UiTM students especially Bachelor of Administrative Science students to get used with the administrative line deeper. Therefore, trainees recommend this place as a starting line to give preparation for the students in becoming the administrative officers in the future.



## REFERENCES

*McShane, Olekalns, Travaglione. (2012). ORGANISATIONAL BEHAVIOUR. Australia*

*Charles W.L. Hill, Steven L. McShane. (2008) Principles of Management. McGraw-Hill*

*Jane Johnston, Mark Sheehan. ( 2014). Public Relations 4<sup>th</sup> Edition. Theory and Practice, Pearson*

*Zalina Desa. ( 2013 ) Public Finance Notes ADS652*

*Strategic Management in Public Sector,ADS553. ( 2013). Institute of Education Development*

*RISDA@gov.com.my*

## LISTS OF APPENDIX

Appreciates Certificates	1
Instruction letters	2
Application of Practical Place	3
Attendance Card	4
Paper works	5



**PIHAK BERKUASA KEMAJUAN PEKEBUN KECIL PERUSAHAAN GETAH**  
(Kementerian Kemajuan Luar Bandar Dan Wilayah)

# *Sijil Penghargaan*

**Pihak Pengurusan RISDA Jajahan Tanah  
Merah/Machang merakamkan Setinggi-tinggi Tahniah**

**Kepada**

**FATHEN AUNIE BINTI ABDUL RAZAK**

**(910827-03-5766)**

**IJAZAH SARJANA MUDA  
SAINS PENTADBIRAN (KEPUJIAN)  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS SAMARAHAN**

**Kerana Menjalani Latihan Praktikal  
Dari 22 Januari 2014 Hingga 28 Febuari 2014**



**WAN ZUHAIRIE BIN W USOF**  
Pegawai RISDA Jajahan  
Pejabat RISDA Jajahan Tanah Merah/Machang  
Tanah Merah, Kelantan



**PIHAK BERKUASA KEMAJUAN PEKEBUN KECIL PERUSAHAAN GETAH**  
**Kementerian Kemajuan Luar Bandar Dan Wilayah**

Daripada :

Kepada :

Pegawai RISDA Jajahan Tanah Merah/Machang  
Tanah Merah, Kelantan

Fathen Aunie Binti Abdul Razak

Bil : ( 29 )dlm. D.2/9540.20 Klt.10



Tarikh : 04 Februari 2014

---

السلام عليكم ورحمة الله وبركاته

**PROGRAM LATIHAN PRAKTIKUM**  
**IJAZAH SARJANA MUDA SAINS PENTADBIRAN**  
**KEPUJIAN**  
**UNIVERSITI TEKNOLOGI MARA**

Dengan hormatnya pekara di atas adalah dirujuki.

2. Bagi mendedahkan saudara kepada aktiviti RISDA , saudara dikehendaki menjalani latihan praktikum di Unit Perancangan,Pembangunan Usahawan & Program Khas mulai 03 Februari 2014.

3. Sedemikian , saudara diminta melaporkan diri kepada Ketua Unit Perancangan,Pembangunan Usahawan & Program Khas pada tarikh tersebut.

Sekian, terima kasih.

**' BERKHIDMAT UNTUK NEGARA '**  
**' RISDA EFEKTIF PEKEBUN KECIL PRODUKTIF '**  
**' Komuniti Berdaya Desa Berjaya '**  
**' Baja Cukup Hasil Melonjak '**

  
( WAN ZUHAIKIE BIN W USOF )

Unit D.2

Pegawai RISDA Jajahan Tanah Merah/Machang,  
Tanah Merah, Kelantan

WZWU/ lb / smg



NO. RQM 2718/213

**PIHAK BERKUASA KEMAJUAN PEKEBUN KECIL PERUSAHAAN GETAH**  
**Kementerian Kemajuan Luar Bandar Dan Wilayah**

**Pejabat RISDA Jajahan Tanah Merah/Machang**  
**17500 Tanah Merah,**  
**Kelantan**

**Tel : 09-9556006/007**  
**Fax : 09-9556848**  
**E-mel : riskelkth@risda.gov.my**

Bil. ( 21) dlm. D.2/9540.20 Klt. 10  
 Tarikh : 19 November 2013.

Kepada :

Puan Penyelaras Latihan Praktikal (Amali)  
 Sarjana Muda Sains Pentadbiran  
 Fakulti Sains Pentadbiran Dan Pengajian Polisi UITM Sarawak  
 (Fax : 6082677300)

Puan,

**PERMOHONAN TEMPAT LATIHAN PRAKTIKAL**

Merujuk kepada surat tuan bil. (100)UITMKS (FSPPP/14/1) bertarikh 24 September 2013 adalah berkaitan.

2. Sukacita dimaklumkan bahawa kami tiada halangan untuk menerima pelajar berkenaan untuk ditempatkan di pejabat ini seperti berikut :-

NAMA	NO METRIK	PROGRAM	TARIKH
FATHEN AUNIE BINTI ABDUL RAZAK	2011691182	SARJANA MUDA SAINS PENTADBIRAN	22 Jan 2014 hingga 28 Feb 2014

Selain terima kasih.

- ' BERKHIDMAT UNTUK NEGARA KERANA ALLAH '
- ' RISDA EFEKTIF PEKEBUN KECIL PRODUKTIF '
- ' Komuniti Berdaya Desa Berjaya '
- ' Bagaikukup Hasil Melonjak '

Saya yang Merurut Perintah,

( **WAZI HAJRIE BIN WUSOF** )

Pejabat RISDA Jajahan Tanah Merah/Machang  
 Tanah Merah, Kelantan

WZW/isp/na...

Pejabat Rektor  
 Faks diterima / dipantar

20/11/2013

# RISDA

No. NAMA:  
FATHEN AUNIE BINTI ABDUL RAZAK

BAHAGIAN: PRACTICAL

BULAN: PRACTI FEBRUARI 2014

TAR.	MASUK	KELUAR	MASUK	KELUAR	KENYATAAN	T/T
16	7:53			17:13		
17	7:55			17:04		
18	8:08:02			17:16		
19	8:07:57			17:18		
20	8:07:56			16:52		
21						
22						
23	8:07:53			17:06		
24	8:07:54			17:19		
25	8:08:00			17:14		
26	8:07:59			17:05		
27	8:07:58		15:57	15:58		
28						
29						
30						
31						

### AMARAN

Sebarang pekerja yang menolong stemkan kad seseorang pekerja lain akan dikenakan tindakan tatatertib ke atasnya.

# RISDA

No.	NAMA: FATHEN AUNIE BINI ABDUL RAZAK
BAHAGIAN: PRACTICAL	
BULAN: FEBRUARI 2014	

TAR.	MASUK	KELUAR	MASUK	KELUAR	KENYATAAN	T/T
1	807:50			817:44	CUTI	2 → 2
2	807:55			817:03	CUTI	
3	808:00			817:06		
4	807:51			817:05		
5	807:53			817:18		
6	807:52			815:38		
7						
8						
9	807:57			817:08		
10	807:56			817:07		
11	807:55			817:30		
12	807:57			817:01		
13	807:58			817:12		
14						
15						

### AMARAN

Sebarang pekerja yang menolong stemkan kad seseorang pekerja lain akan dikenakan tindakan tatatertib ke atasnya.

**KERTAS KERJA UNTUK MENYOKONG PERMOHONAN BANTUAN DI BAWAH PROGRAM AKTIVITI TAMBAHAN BAGI PROJEK JAHITAN KAMPONG BANGGOL KEMUNTING, TANAH MERAH, KELANTAN**

**1. TUJUAN**

Kertas kerja ini disediakan untuk menyokong permohonan bantuan di bawah aktiviti Ekonomi Tambahan bagi galakan pembesaran projek jahitan pakaian wanita di Kampong Banggol Kemunting, Tanah Merah, Kelantan. Bantuan yang dipohon ialah peralatan menjahit.

**2. LATAR BELAKANG PEMOHON**

- a) Nama : RUZIAH BINTI ISMAIL
- b) Alamat : No 181, Kg Banggol  
Kemunting, 17500 Tanah  
Merah, Kelantan.
- c) No. K/Pengenalan: 890327-03-6038
- d) Pekerjaan : Tukang Jahit
- e) Pengalaman : Mendapat latihan asas di  
Butiq Aima, Tanah Merah
- f) Keupayaan : Mampu memenuhi kehendak  
pelanggan

**3. LATAR BELAKANG PROJEK**

- 3.1 Bidang projek : JAHITAN
- 3.2 Jenis Projek : Jahitan tempahan
- 3.3 Jenis tempahan : Pakaian wanita



3.4 Tempoh projek telah dilaksanakan:

Bermula : Tahun 2009 (3 tahun)

Status projek : sendiri/keluarga

3.5 Peralatan sedia ada: mempunyai mesin jahit biasa dan kelengkapan asas untuk menjahit

#### **4. LOKASI PROJEK**

Tapak projek terletak di Kampong Banggol Kemunting. Jarak dengan bandar tanah Merah ialah lebih kurang 3 kilometer. boleh dihubungi dengan kenderaan bermotor, mempunyai kemudahan air dan elektrik 24 jam.

#### **5. ANGGARAN SAIZ PROJEK**

5.1 kemampuan setakat ini : Menerima tempahan  
Sebanyak antara 30 – 40 psg/  
bulan.

5.2 Jualan/pendapatan : RM 1,000/bulan  
RM 12,000.00/tahun

5.3 Untung kasar : RM 700.00/bulan  
RM8,400.00/tahun

Projek ini akan meningkat pendapatannya apabila adanya mesin dan peralatan yang lebih baik dan canggih.

#### **Jangkaan saiz projek akan datang:**

5.4 Pengeluaran : 60 – 100 pasang/bulan

5.5 Pendapatan : RM 2,500.00/bulan  
: RM30,000.00/tahun

5.6 Untung Kasar : RM 1,750.00/bulan  
: RM21,000.00/tahun

## **6. PENGURUSAN PROJEK**

### 6.1 Organisasi dan Pengurusan

- a) Bentuk Pelaksanaan : Sendiri(dibantu keluarga)
- b) Nama Ketua projek : Ruziah binti Ismail
- c) Tempoh pelaksanaan : Sepanjang tahun (12 bulan)
- d) Pekerja/pembantu : 1 orang pekerja
- e) Operasi kerja ; 6 hari seminggu

## **7. SUMBER BEKALAN**

Sumber bekalan bahan mentah adalah dari kedai-kedai di Tanah Merah , Kota Bharu dan juga pemborong datang ke rumah premis. Sumber bekalan bahan mentah diurus sendiri oleh pemohon dan dibantu keluarga.

## **8. PEMASARAN**

- 8.1 Anggaran kuantiti pengeluaran RM 30,000.00/tahun
- 8.2 Di pasarkan : Pelanggan datang ke Premis untuk menem-Pah pakaian

## **9. KOS DAN ALIRAN TUNAI**

Lihat lampiran berkembar...

## **10. PLAN TINDAKAN**

Projek ini berupaya untuk diperbesarkan dan dikembangkan ke- peringkat yang lebih jauh dengan mutu jahitan yang kemas dan berkualiti. Pemohon akan mempelbagaikan lagi jenis tempahan yang akan diterima seperti pakaian untuk pengantin dan juga berbagai jenis unifom. Pemohon juga bercadang untuk membuka kelas latihan kemahiran untuk belia-belia di kampongnya.

## **11. KEPERLUAN ASAS PROJEK YANG DIPERLUKAN**

11.1	Mesin Jahit lurus JUKI (hight speed)	RM 2,500.00
11.2	Mesin Jahit tepi JUKI (hight-speed)	RM 4,370.00
11.3	Almari pameran pakaian siap	RM 1,200.00
11.4	Meja memotong 3' x5' (bersekali cermin di p'kaan)	RM 1,000.00
11.5	Papan tanda	RM 450.00

## **12. PENUTUP**

Bidang jahitan ini merupakan projek yang berterusan dan tidak memerlukan kepada modal untuk bahan mentah yang banyak, kerana apabila kepandaian dimiliki oleh pemohon pelanggan akan datang mencari tukang jahit, terutama sekarang ini pendedahan kepada fesyen terkini agak meluas. ditambah juga dengan fabrik yang banyak dipasaran, pilihan hanya ditangan pelanggan, asalkan mempunyai kualiti yang baik dan kemas.

**PERMOHONAN  
AKTIVITI EKONOMI  
TAMBAHAN (AET)  
TAHUN 2014**

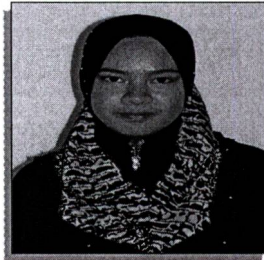
**PROJEK : JAHITAN**

**NAMA PEMOHON : RUZIAH BT ISMAIL**

**ALAMAT : A-181 KG BANGGOL KEMUNTING, TANAH MERAH  
KELANTAN**

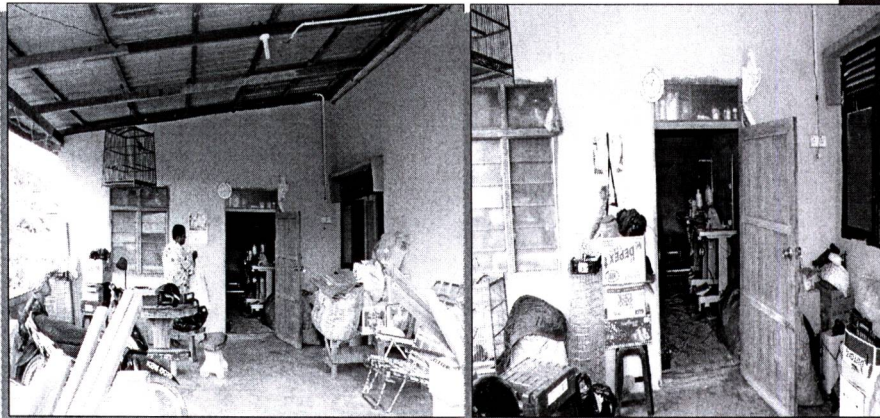
**PEJABAT RISDA JAJAHAN TANAH MERAH/MACHANG**

## PROFIL PEMOHON



PROJEK	JAHITAN
NAMA	RUZIAH BT ISMAIL
KAD PENGENALAN	890327-03-6038
UMUR	25 TAHUN
ALAMAT PROJEK	A-181 KG BANGGOL KEMUNTING, TANAH MERAH KELANTAN
TARAF	ANAK PEKEBUN KECIL
STATUS	BERKAHWIN
PENGALAMAN	3 TAHUN
BANTUAN DIPOHON	RM10,000.00
KELAYAKAN AKADEMIK	SIJIL PELAJARAN MALAYSIA

## RUANG KERJA



## PRODUK YANG DIHASILKAN



## SENARAI KERJA & PERALATAN

Bil	Jenis/Kerja/Peralatan	Jumlah ( RM )
1	Mesin Jahit Lurus (Juki)	2,500.00
2	Mesin Jahit Tepi (Gemsy)	2,800.00
3	Meja Kerja Kayu	1,500.00
4	Almari	2,000.00
5	Papan Tanda	700.00
6	Rak Peralatan	500.00
	<b>JUMLAH</b>	<b>10,000.00</b>

## PERALATAN YANG DIPERLUKAN



MEJA KERJA KAYU

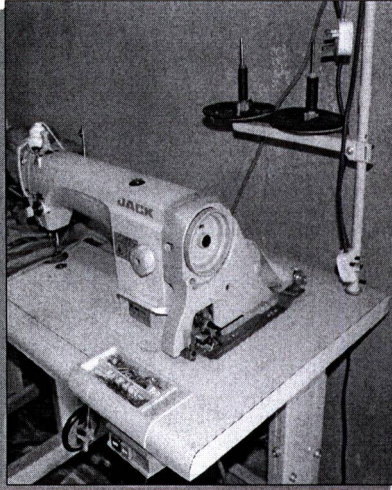
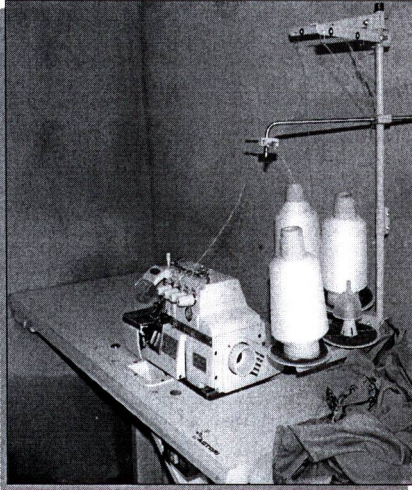


RAK PERALATAN JAHIT

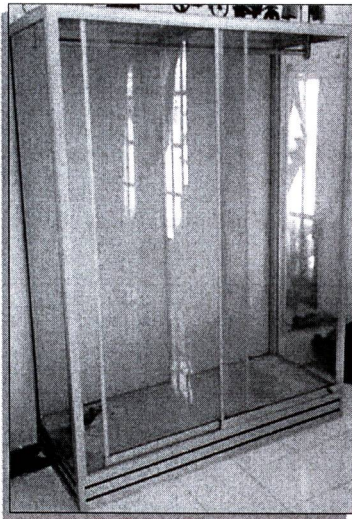
## PEMOHON SEDANG BEKERJA



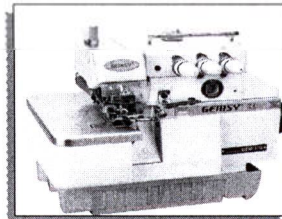
## PERALATAN SEDIA ADA



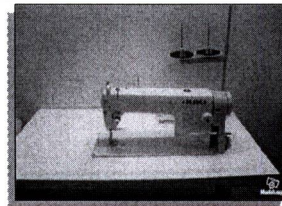
## PERALATAN YANG DIPERLUKAN



ALAMARI



MESIN JAHIT TEPI  
GEMSY



MESIN JAHIT LURUS  
(JUKI)