



اُنِيُوْ رَسِيْئِيْ تِيْكَنُوْ لُوْ كِيْ مِيْاَرَا
**UNIVERSITI
TEKNOLOGI
MARA**



**FACULTY OF BUSINESS MANAGEMENT BACHELOR OF BUSINESS
ADMINISTRATION (HONS) HUMAN RESOURCES MANAGEMENT**

HRM666:

INTERNSHIP

ASSIGNMENT 1:

INDIVIDUAL ASSIGNMENT: INTERNSHIP REPORT

SWOT ANALYSIS OF PEJABAT DAERAH JOHOR BAHRU

PREPARED BY:

AHMAD RABBANIE HAQIMY BIN MOHD TAHIR

(2022464216)

PREPARED FOR:

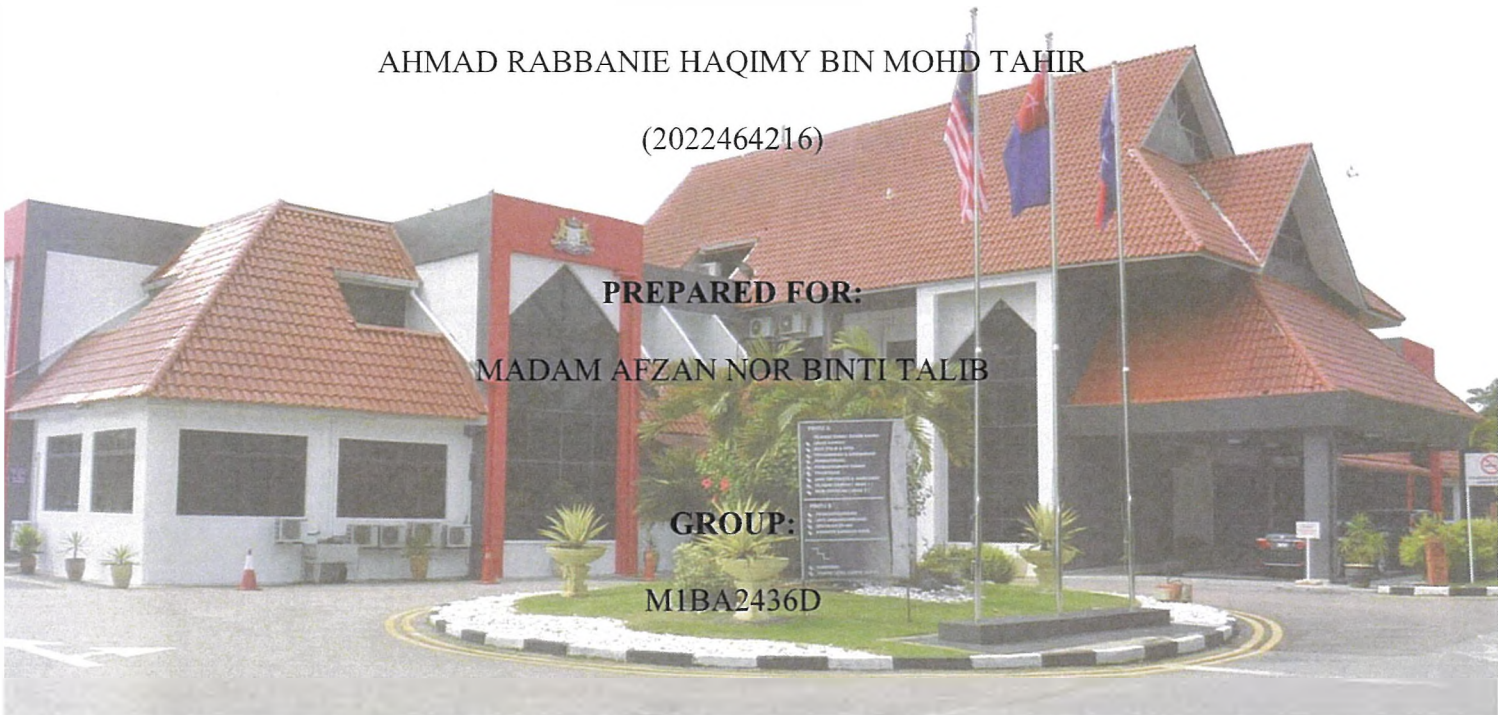
MADAM AFZAN NOR BINTI TALIB

GROUP:

M1BA2436D

DATE OF SUBMISSION:

3rd February 2025



SURAT KEBENARAN

Tarikh : 21/01/2025

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Nama Pelajar	Ahmad Rabbanie Hagingy Bin Mohd Tahir		
No. Matriks	2022464216	Nama Program	BA243
Tajuk Laporan	SWOT analysis of Johor Bahru District Office (Pejabat Daerah Johor Bahru)	Nama Syarikat	Pejabat Daerah Johor Bahru

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Yang Benar

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No. Tel. Penolong Pegawai Tadbir N7
No. Faks Pejabat Daerah Johor Bahru

Cop jabatan/organisasi:



EXECUTIVE SUMMARY

Every full-time degree student who studies in Human Resources in UiTM Melaka Cawangan Bandaraya Melaka will undergo internship for six months or 24 weeks in order to complete their studies. I have been given an opportunity to join the Pejabat Daerah Johor Bahru to undergoing my internship. In Pejabat Daerah Johor Bahru, I have the opportunity to learn under five units which are Unit Keraian, Unit Pembangunan Masyarakat, Unit Pembangunan Fizikal, Unit Khas Perlesenan, and Unit Pentadbiran Dan Kewangan. For every month, I will rotate between these units to learn under them. Pejabat Daerah Johor Bahru let me experience to handle the engagement with the local community, the enforcement of special licenses which are entertainment and liquor license, event permit, local development and public welfare. For every company and government agencies, there will have their own strengths and weaknesses that we can identify throughout the internship. There will also opportunities and threats that we can learn to improve the current condition and the environment of the company or agency. Overall, my internship at Pejabat Daerah Johor Bahru provides me with valuable hands-on experience and allowing me to gain insights into the working of local government agency.

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ACKNOWLEDGEMENT

Bismillahirrahmanirrahim and Assalamu'alaikum Warahmatullahi Wabarakatuh. I would like to express my sincere gratitude to Pejabat Daerah Johor Bahru for providing me with the opportunity to undergo my internship and for allowing me to gain valuable experience in various units such as Unit Keraian, Unit Pembangunan Masyarakat, Unit Pembangunan Fizikal, Unit Khas Perlesenan, and Unit Pentadbiran Dan Kewangan. I am deeply appreciative of the guidance and support provided by my supervisors, Madam Afzan Nor Binti Talib for the guidance during the 24 weeks of my internship. I also want to express my gratitude to my colleagues throughout my internship, which has greatly contributed to my personal and professional growth. I would also like to thank Universiti Teknologi MARA (UiTM) Melaka Cawangan Bandaraya Melaka for facilitating this opportunity and supporting my learning journey. This experience has been truly enriching, and I am grateful for the knowledge and skills I have gained.

STUDENT'S PROFILE



**AHMAD RABBANIE
HAQIMY BIN MOHD
TAHIR**

FINAL YEAR STUDENT



PROFILE

A dedicated student to acquire hands-on experience through an internship in the human resource field. Aiming to gain practical insight and develop professionally in a working environment to achieve personal and organizational objectives.

EDUCATION

2022 – 2024

Bachelor of Business Administration

(Hons) Human Resources Management

*Universiti Teknologi MARA (UiTM) Cawangan Melaka
Kampus Bandaraya Melaka, Malaysia*

Current CGPA : 3.52

2018 – 2021

Diploma in Business Studies

*Universiti Teknologi MARA (UiTM) Cawangan Johor
Kampus Segamat, Malaysia*

CGPA : 3.31

WORKING EXPERIENCE

2021-2022

Assistance Store Manager

- Assist manage outlet and staff
- Arrange staff weekly schedule
- Manage inventory
- Assist in hiring staff

ACHIEVEMENT

2022 Dean List (AD)

Bachelor of Business Administration

(Hons) Human Resources Management

Semester 2 – CGPA : 3.56

Semester 5 – CGPA : 3.61

2021 Dean List (AD)

Diploma in Business Studies

Semester 4: 3.61

Semester 5: 3.57

LANGUAGE

Malay	Native Speaker
English	Highly Proficient
Arabic	Elementary Proficient

PROFESSIONAL SKILLS

Microsoft Word	Advanced
Microsoft Excel	Advanced
Microsoft Powerpoint	Advanced
Canva	Advanced

FAMILY

Father :

Age : 54 Years

Occupation : Assistant Administrative Officer

Mother :

Age : 47 Years

Occupation : Housewife

**Sibling 1 : Ahmad Rabbanie Haqimy
Bin Mohd Tahir**

Age : 24 Years

Occupation : Full-Time Student

**Sibling 2: Ibrahim Eidham Bin Mohd
Tahir**

Age : 22 Years

Occupation : Freelance

PERSONAL SKILL

Leadership Skills

Good Time Management

Adaptable

Good Motivation

Active Listener

LEADERSHIP

October 2022

Program Leader Assistant in Corporate Social Responsibilities (Program Khidmat Masyarakat Minda Cergas)

June 2023

Program Leader of Oh My Cikgu! at IPG Perempuan Melayu Melaka

June 2024

Bureau of Activity of Infographic Presentation Day

December 2024

- Secretary of Hasta La Vista 'Old Money, New Minds : Shaping Tomorrow's Workforce'
- Act as formal emcee during Hasta La Vista

INTERNSHIP

August 2024 - January 2025

- 12 August 2024 - 31 August 2024 in Unit Keraian
- 1 September 2024 - 30 September 2024 in Unit Pentadbiran
- 1 October 2024 - 31 October 2024 in Unit Pembangunan Masyarakat
- 1 November 2024 - 30 November 2024 in Unit Pembangunan Fizikal
- 1 December 2024 - 31 December 2024 in Unit Khas Perlesenan
- 1 January 2025 - 24 January 2025 in Unit Pentadbiran dan Kewangan

COMPANY'S PROFILE

COMPANY NAME: PEJABAT DAERAH JOHOR BAHRU

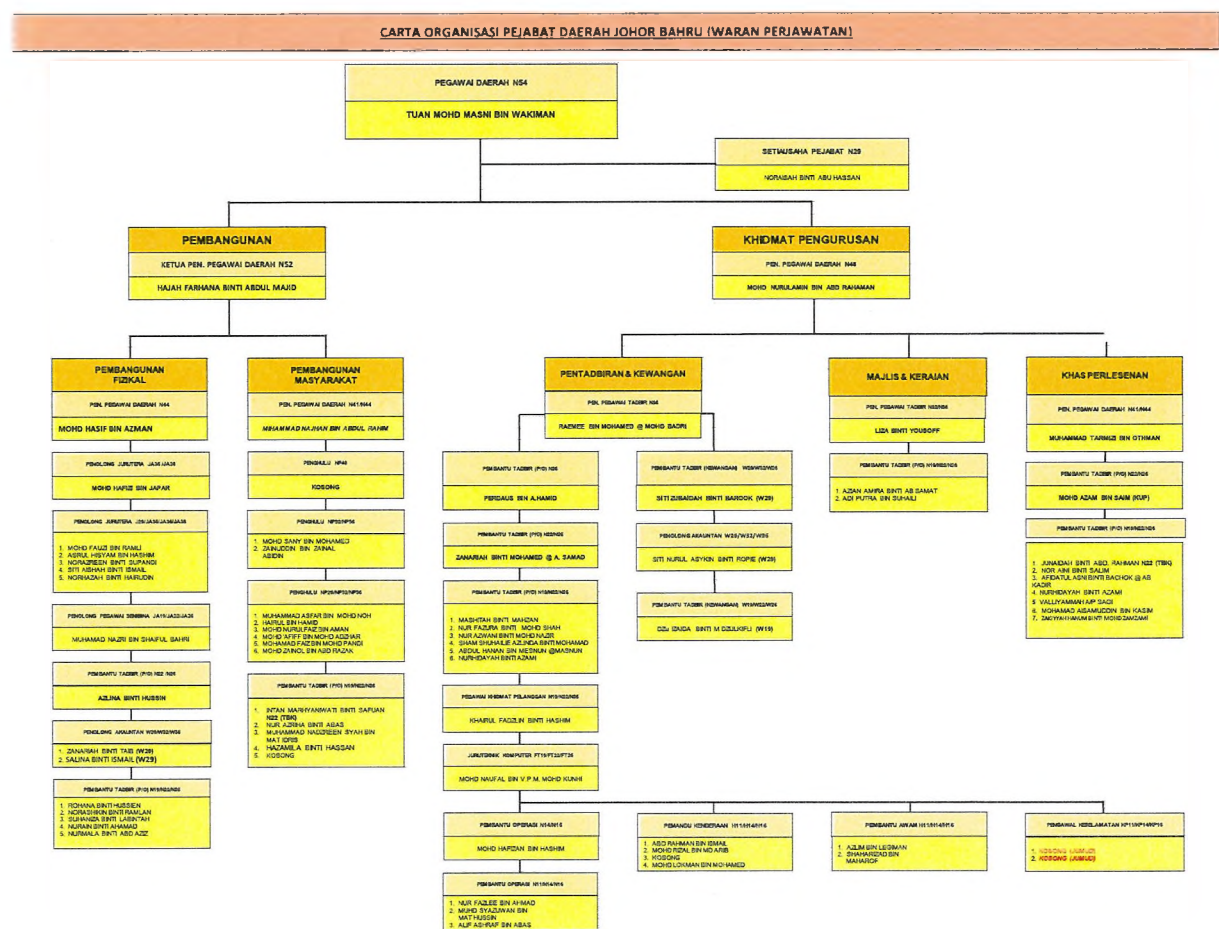
SECTOR: State Government

ADDRESS: Jalan Datin Halimah, Larkin Jaya, 80350 Johor Bahru, Johor

SUPERVISOR'S NAME: Encik Raemee Bin Mohamed @ Mohd Bari

SUPERVISOR'S CONTACT NUMBER:

ORGANIZATIONAL STRUCTURE



COMPANY BACKGROUND

Johor Bahru is the capital of Johor Darul Takzim. Johor Bahru district has an area of 1065 square kilometers with a total population of 1,334,188 peoples. There are 7 subdistricts in Johor Bahru district. It involves 45 parent village, 120 small village and 140 housing estate. The seven subdistricts are called Mukim Bandar, Mukim Tebrau, Mukim Pulai, Mukim Jelutong, Mukim Plentong, Mukim Sungai Tiram, and Mukim Tanjung Kupang. For Johor Bahru District Office, it locates at Jalan Datin Halimah, Johor Bahru and near to Johor Bahru Public Transport Centre. Pejabat Daerah Johor Bahru is led by a District Officer or Pegawai Daerah with help of staff of various positions.

In Pejabat Daerah Johor Bahru, there are five units with various functions. The first unit is Unit Majlis & Keraian. This unit task is to coordinate with other agencies regarding event and celebration that been held in Johor Bahru. They will help to connect these agencies with other government or private agencies. The second unit is Unit Pentadbiran & Kewangan. This unit task is to make sure the administration of the office is run smoothly. They also will process all financial transactions related to Pejabat Daerah Johor Bahru. The third unit is Unit Pembangunan Masyarakat. Their task is related to the welfare of Johor Bahru peoples. They also will be the one who channel any help to those who really need it funded by state government. The fourth unit is Unit Pembangunan Fizikal. Their task is to approve and monitor all physical development project in Johor Bahru. Any physical development project must through them first before it can be proceeded. They also will be the one who open tender to any project related to state government in Johor Bahru. The last unit is Unit Khas Perlesenan. Their task is to process and issue license related to entertainment and liquor.

The objectives of the Pejabat Daerah Johor Bahru are firstly, determine the administrative management of the district is carried out in an orderly, efficient and effective manner in terms of administration, development, finance and security. Secondly, provide and coordinate all services to the community by practicing a clean, efficient and trustworthy concept in line with government policies. The third objective is fostering the unity of the people to ensure the safety, well-being, harmony of the people and national prosperity. The fourth objective is improving the socio-economic status of rural residents more effectively through

continuous development programs. The next objective is building a progressive and self-reliant rural community through active participation in mutual aid activities, the reform movement and village progress. The last objective is producing a change in attitude of the rural population to achieve a well-being of life with their involvement in the development of the district as a whole.

Pejabat Daerah Johor Bahru also have their own customer charter. The first charter is committed to providing efficient, accurate, dedicated and friendly service and treatment to all customers dealing in the department. For the second charter, there are several things that they need to do. The first thing is issuing government orders and indents for development projects within one week from the offer date. The second thing is to provide quotation documents within two weeks from the date the warrant is received. The third thing is implementing the decision of the Jawatankuasa Keselamatan Daerah (JKKD) to Majlis Keselamatan Negeri three months from the date the entertainment license application is received.

The fourth thing is issuing a decision on the liquor license application within three days from the date the claim is received. The fifth thing is reviewing payment documents for supply work payments claim within three days from the date the claim is received. The next thing is reviewing payment documents for work project payment claims within seven days from the date the claim is received. The last thing is issue payment receipts immediately. The third charter is committed and promised to always serve all customer complaints, grievances and problems with full responsibility and sincerity.

THE FUNCTION CHART OF PEJABAT DAERAH JOHOR BAHRU

Pejabat Daerah Johor Bahru

- Help to connect between parties who are going to hold any event in Johor Bahru District
- Granted permission, license, and permit to organization who want to hold any event in Johor Bahru

Unit Pembangunan

- Planning and coordinator of the implementation of Physical and Community Development Plans

Khidmat Pengurusan

- Managing administrative affairs, finance, information technology, licencing and enforcement, entertainment and security

Unit Pembangunan Masyarakat



- Managing and coordinating district activities covering socioeconomic, religious, educational and cultural aspects.
- Coordinating the implementation of programs of other departments, government-owned companies, and non-government bodies.
- Coordination training courses for village heads, JPKK, youth and other organizations.
- Coordinating Skim Pembangunan Kesejahteraan Rakyat (SPRK) programs.
- Coordinating One District One Industry and One Village One Industry Programs.
- Advisory panel to health programs, centres in the community, sports associations, visionary movement programs and charities and welfare organizations.
- Coordinating visionary movement in preparing excellent village profile.
- Coordinating the aid of aid agencies.
- Mobilize the traditional and new tourism sector.
- Confirming the work of supply and service do which is desired.

Unit Pembangunan Fizikal



- Identify and implement the district's physical development projects.
- Monitor, evaluate, and confirm the progress of the implementation of physical development projects implemented.
- Review and evaluate the list of annual project proposals submitted by elected people's representatives and chief to be forwarded to the State Development Office and Chief Minister Office.
- Manage and implement the approved provisions of elected people's representatives. Receive, investigate and take appropriate action on public complaints.
- Inspecting, determining the site, making work regulations, commenting, supervising and projects verifying.
- Provide progress reports on the implementation of district development plans to district action committees state development offices.
- Prepare and manage bid documents or quotations and tenders for state and federal projects.
- Manage the influx of rural electricity and water supply.
- Manage the repossession of land and give comments on applications for handover and regrant for the implementation of development projects.
- Preparing and issuing work specifications, orders and indents up to the stage of the payment process.

Unit Pentadbiran



- Perform general administrative tasks related to human resource management, personal management, safety and hygiene.
- Building licencing plan application.
- Manage and control the budget, revenue, general financial management.
- Disposal of capital assets.
- Department store management.
- Departmental records management.
- Office data collection and information technology.
- Managing matters related to security, crisis and disaster management as well as other matters related to public security and order in accordance with the mechanism of the National Security Council.

Unit Majlis & Keraian



- Coordinating the social activities of national, state and district in Johor Bahru.
- Ensure the continuity of the ceremony always runs as per the rules and according to the regulations of the district council, certain dates and protocols.
- Organizing departments at the district level, private sector, local authorities, in order to carry out tasks as instructed.
- Lead all departments in Johor Bahru district.
- Events involving dignitaries and national and state leaders specifically.

Unit Khas Perlesenan



- Process and issue relevant licences within the district in accordance with the procedures that have been established through enactments, regulations and guidelines of the Johor state government that are in force.
- Performing license enforcement duties under the Entertainment and Places of Entertainment Enactment 1998 and the Theatre and Amusement Park Enactment 1958.
- Making and monitoring the collection and arrears of alcohol license and entertainment license revenue.

TRAINING'S REFLECTION

DURATION: Start self-reporting to Pejabat Daerah Johor Bahru on 12th August 2024 and ends on 24th January 2025. The duration of my internship at Pejabat Daerah Johor Bahru is 6 months or 24 weeks.

WORKING DAY: 5 working days, and 2 days off on weekends. If there is any state event that been held during weekends, it will consider as working days. From 12th August 2024 to 31st December 2024, the working days is Sunday to Thursday and weekend is Friday and Saturday. From 1st January 2025 to 24th January 2025, the working days is Monday to Friday and weekend is Saturday and Sunday.

TIME: The working hours at Pejabat Daerah Johor Bahru is 9 hours include rest time. The clock in time is 7.30 a.m. to 9.00 a.m. and the clock out time is 4.30 p.m. to 6.00 p.m. daily. The rest time which is for lunch is at 1 p.m. to 2 p.m. which is one hour. For student who join Pejabat Daerah Johor Bahru for internship, the working hour is from 8.00 a.m. to 5.00 p.m.

DETAILS:

- Unit Majlis & Keraian (12th August 2024 to 31st August 2024)
 - Help to make official letter to send to other agencies in Johor Bahru
 - Help to arrange the itinerary for state event
 - Help as secretariat at state event
 - Follow site visit to the state event location
 - Help to arrange state event list
 - Help in the preparation of state event
- Unit Pentadbiran (1st September 2024 to 30th September 2024)
 - Help to make documents copy
 - Help to binding documents
 - Help to prepare meeting room
 - Help to answer call from client
 - Help to clean and sorting documents in files room
- Unit Pembangunan Masyarakat (1st October 2024 to 31st October 2024)
 - Follow site visit to every subdistrict (Mukim)
 - Help connect people to village head and village chief (Penghulu)
 - Follow to give donations to people
 - Help people who want to register to E-Kasih and MyKasih

- Unit Pembangunan Fizikal (1st November 2024 to 30th November 2024)
 - Follow site visit to local facilities managed by Pejabat Daerah Johor Bahru
 - Help to received tender applications
- Unit Khas Perlesenan (1st December 2024 to 31st December 2024)
 - Help to receive license new and renew applications
 - Help to receive events permit applications
 - Help to receive payments for license and event permit applications
 - Help to laminate license and event permit
 - Help to answer questions from client regarding license and permit inquiries
 - Follow to enforce license and permit at several premises and events
 - Help to receive police inquiries regarding license status of a business premise
 - Join meeting for new entertainment and liquor licenses with PDRM, MBBJ, MBIP, MBPG, and JBPM
- Unit Pentadbiran & Kewangan (1st January 2024 to 24th January 2024)
 - Help to sorting documents
 - Help to binding documents
 - Help staff with claim applications

GAINS: The benefits that I gained at Pejabat Daerah Johor Bahru as an intern includes, allowance of RM 5 per hour, equal to RM 40 per day, for 90 working days. I also gain experience to join state government events such as Sambutan Hari Kebangsaan Peringkat Daerah Johor Bahru, Program Madani Rakyat, Majestic Johor Festival 2024, Program Prihatin Komuniti Daerah Johor Bahru that been officiate by a member of Johor Royal Family and much more. Besides that, I get to improve my communication skills as I engage and communicate with client and people who came to Pejabat Daerah Johor Bahru for business. I also get to do some networking when I meet with other people at different agencies. This benefits and gains can be used by me in the future.

SWOT ANALYSIS

Strength <ul style="list-style-type: none">• Strength communication between department• Mediate between all agencies in Johor Bahru• Easy to connect with people	Weakness <ul style="list-style-type: none">• The employees' working culture during working hours• Old facilities lead to high maintenance cost
Opportunity <ul style="list-style-type: none">• Employees chances for development• Collaborate with other agencies or private sector	Threat <ul style="list-style-type: none">• Complaint from customers and public• Small budget from government

STRENGTH

Strong communication between departments

As employees in the same office, all the employees in Pejabat Daerah Johor Bahru have a strong communication between departments and each other. Communication skills have been identified as one of the crucial factors of modern businesses (Tankovic et al., 2022). They keep a close relationship with each other to strengthen their bond. Even though the building is divided into two wings, the employees can be seen visiting each other for work purposes or just to greet each other. As their communication is strong, it is easier for them to reach an understanding regarding their work.

As to improve the communication between departments, there are a lot of programs and events that will involve several departments to work together. One of the programs is during the Bantuan Wang Ihsan (BWI) 2024. Each department send several of their staff to help organize and handle the program. This program been led by Unit Keselamatan, a unit under Unit Khas Perlesenan. Unit Keselamatan consists only two staff members. However, with the assist and support from another department, the program can be managed smoothly.

During the programs, one of factor contributing to the success is the strong understanding and communication between all staff involved. The staff from various departments work together harmoniously indicates that they are aware of their responsibilities and how their work contributes to the overall success of the program. Through clear communication, shared objectives, and mutual trust, the whole team is able to collaborate effectively, regardless of the program's scale and challenges.

In order to improve the communication skills between the staff, Pejabat Daerah Johor Bahru human resources department can provide the staff with online training course. This online training course can be held for every 6 months. It means that it can be held twice in a year. The staff can choose to participate between these two given times so that it will not disturb their current work. According to Yang & Kim (2022), these online classes can improve their knowledge and skills effectively. It will benefit for both staff and state government when the staff have a good communication skill.

Mediate between all agencies in Johor Bahru

Pejabat Daerah Johor Bahru is known to be the one who mediate between all government agencies in Johor Bahru. Their roles are important because when there is a state event, there will be a lot of preparation that need to be done. This preparation will involve a lot of agencies such as Royal Malaysia Police, Malaysian Public Works Department, Ministry of Health of Malaysia, State Mufti Department, Department of Information Services, and State Secretary Office. Pejabat Daerah Johor Bahru will be the one who divide the task to each agency based on the need of the event.

Besides that, Pejabat Daerah Johor Bahru will play the roles of secretariat during any event in Johor Bahru. Almost all the official letters will be issued by them and other agencies will need to follow the requirements asked by them. This is because in Johor Bahru district, the leader is the District Officer. In all the state event, the District Officer will need to attend it or can send a representative which is the Chief Assistant of District Officer or Assistant of District Officer. Since some of the event will involve the Royal Family of Johor, Pejabat Daerah Johor Bahru roles is crucial to coordinate with the Johor Royal Department and Royal Johor Military Force for the safety of the royal family.

By being a mediator between agencies in Johor Bahru, they can help other agencies to find and achieve the objectives of the event. According to Nandan (2020), a mediator assists the parties to develop a solution themselves. When an agency does not have resource or equipment that is needed for the event, they will ask Pejabat Daerah Johor Bahru for assistance. Pejabat Daerah will help them and channel the to other agencies for them to get the resources and equipment that they need.

Easy to connect with people

Pejabat Daerah Johor Bahru always receive visit from people every day. The people come to the office to get help from village chief, to apply for entertainment and liquor licence, entertainment permit, and to submit proposal for state government tender. Not just that, some of the people come because they want to organize an event that will invite government officials to officiate it like Menteri Besar or District Officer.

In Pejabat Daerah Johor Bahru, there is a unit call Unit Pembangunan Masyarakat that always take care of people welfare. Almost every week, they will visit to several families to distribute donations that been funded by Pemangku Sultan Johor, His Royal Highness Tunku Ismail Ibni Sultan Ibrahim. These donations are known as ‘Kurniaan Pemangku Sultan Johor’. These donations were also helped by village chief who provide the name of who will receive the donations. These donations’ purpose is to help ease the burden of the people that are fall in really poor category. Through these donations, it will make people feel close to the state government.

Besides that, there is also a unit call Unit Khas Perlesenan. They provide services of issuing entertainment and liquor licence to people who want to open any entertainment and liquor business. Their job that involves them to deal with a lot of people make people feel close to the state government. These two units will provide their services to people and indirectly make the people feel that they are close to the state government. With a good quality of performance show by the state government agency, it will help to change the perspective of them (Alessandro et al.,2021). People will feel that the state government agencies are ready to provide them help for every business that they want to do. These will put people to be more trusted towards the governmental agencies.

WEAKNESSES

The employee's culture during working hours

The first weakness that I found is the culture of the staff during the working hours. The working culture can be described as laid-back and chill almost all the time. This culture can lead to certain challenges, particularly in term of time management. The time management challenge involving some of the staff can lead to disruptions in workflow. For example, some of the staff will come to work not according to time given and during after lunch hours. It will be a problem when it involves service to customers. Customers will have to wait for a long time to deal at the counter. It will waste customers time and can cause dissatisfaction to the customers. Some of the customers who come is also an office workers who come during their free time, but their time is limited. If they have to wait for a long time, it will make them late to their work.

Besides that, it also will cause problems to the information counter who received call and ask to connect it to the other department or specific people in the office. If the people concern is late to enter the office after lunch, the information counter needs to find excuse on behalf of the concern people why there are not in office. If it keeps happening, the customers will not satisfy with the service provide by us. It will cause conflicts between customers and Pejabat Daerah Johor Bahru.

To improve the staff time management problems, preventive discipline action can be taken to correct the workers. According to Maryani et al., (2021), preventive discipline is an action taken to encourage employees to comply with standards and regulations so that no violation occurs. When this action is taken, the employee will be more punctual and avoid themselves from break any rules and regulations.

Old facilities lead to high maintenance cost

Pejabat Daerah Johor Bahru have been operating for a very long time. The building they resided is old and there is a lot of maintenance needed to maintain the current facilities. This cause their facilities may be not as comfortable as the other government buildings. One of the maintenances that they frequently do is regarding their equipment which is air conditioner. During the four months of my internship, I have saw at least once in a week, the maintenance worker will come to repair the air conditioner. It keeps failing to operate that they decide to just replace it with a new one instead off keep repairing it. This cost them around RM 200 for every maintenance work and if it keeps happening, it will cost them thousands of ringgits. The workers also will feel stress out when the air conditioner keep not working because they will feel hot when their work. It will cause them not to be able to focus on their job and decrease their efficiency during work.

Besides that, there is also a lot of leaking throughout the building. It can be spot in front of the meeting room, inside the meeting room, an even in the server room. The leaking in the server room can cause damage to server and that can lead to the paralyse of the whole office system. The damage of the server will cause a fortune to them. Other than that, leaking inside the meeting room have cause the furniture that affect by it to damaged. The furniture that can be use for a long time will need to be replace before it reaches the day it needs to be dispose of.

To prevent these problems, Pejabat Daerah Johor Bahru can spend some money to just replace the problematic equipment. For example, with the budget of RM 2000, they can replace the old air conditioner with a new one. It will reduce their problems of contacting maintenance workers every week for the same problems. Employees also will be able to work efficiently when there is no problem regarding their environment at work. As their motivation to work hard, their efficiency and performance are shaped by the influence of the quality of the workplace (Zhenjing et al., 2022).

OPPORTUNITIES

Employees chances for development

The state government provides their employees chances for development through a program called Johor Civil Servants (JCS) Academy. Through this program, the employees have a chance to further their studies in higher education. The aim of JCS Academy is to produce capable and skilled civil servants to succeed in the state government's agenda to make Johor a competitive and developed state by the year 2030. This academy is established in 2020 and has implemented more than 100 competency improvement programs including post-graduate programs for management and professional groups in addition to providing training in strategic collaboration with local and international higher education institutions since 2022.

These programs will add value to employees' core and soft skills in order to effectively carry out their duties as officers and thus face the changes to make state government agenda a success. This will be an advantage to the employees as it will help them for their career advancement. As they learning new skills and improving existing ones will increase their chances of promotion or accessing more advanced roles.

With these programs from the JCS Academy, employees can broaden their knowledge and skills necessary for the proper performance of tasks in their current position. They also will be able to develop additional competences in terms of promotion, transfer to another position or organizational change (Mikołajczyk, 2021). It is recommended for Pejabat Daerah Johor Bahru to encourage their employees to join the JCS Academy for every three years so that the employees can update their current knowledge and skills. This also can be use for them for their future career either in the government sector or in private sector.

Collaborate with other agencies or private sector

Pejabat Daerah Johor Bahru is considered as the backbone of the district when it comes to the safety of the public during any disaster that occur in Johor Bahru. Pejabat Daerah Johor Bahru will be the control center during disaster that occur in Johor Bahru. They will open a Disaster Operations Control Center (PKOB) when there is a disaster like flood that occur every year. They will be the one who coordinate the logistic and management during disaster. To overcome the disaster, they need to be always prepared and predict when the disaster will hit the district.

There is a collaboration between the state government with private agency to create a platform to predict and monitor when there is flood occur in Johor Bahru. Pejabat Daerah Johor Bahru given a chance to join the development process and learn how this platform functions will help them to predict the disaster. This involves a lot of agencies like Malaysia Civil Defence Department (APM), National Disaster Management Agency (NADMA), Fire and Rescue Department and many more agencies in the effort to develop the platform. The success of the platform will help in preparation for the state government to go through the disaster more systematically.

THREATS

Complaint from customer and public

In every company or agency, customer complaints are often seen as a signal that something within the organization is not meeting customer expectations. According to Lem et al., (2021), customer complaint is an expression of a customer dissatisfaction with a company's products or services. Preventing complaints is a priority because they can negatively impact the reputation of the company or agency. Customer complain can reduce the employee's morale especially for employees who work at the licencing counter in Pejabat Daerah Johor Bahru.

Licencing counter staff often deals with a high volume of customers especially during November to January. In this period, there will be a lot of customers came to renew or to register their licence. With the increasing number of customers, the customers will encounter long wait times, complicated procedure, or unclear instructions that will cause them to be frustrated. This frustration can lead to customers venting their frustration and put a lot of emotional pressure on employees to resolve issues quickly and satisfactorily.

Complaint also will cause public perception towards Pejabat Daerah Johor Bahru turn to negative image. In the context of government services, positive image in the eyes of the public is essential as it show the trust and credibility of the government agencies. People expect government offices to provide accessible, transparent, and reliable services. if these expectations are not met, the public may perceive the agency as ineffective, unprofessional, or unresponsive to their needs. Over time, this loss of trust can lead to a widespread negative perception that undermines the agency's credibility.

To prevent these complaints of complicated procedures and unclear instructions, Pejabat Daerah Johor Bahru can use the current technologies to spread information for their customers online. This information can be provided online through social media by creating infographic poster or video so that the customers can easily understand the procedure and instructions. According to Iacovitti (2022), technique and technology have played a great role in information exchanges, with the use of graphic signs, acoustic and optical signals. They can provide information regarding guidelines, processes, events, and many more so that their customers can check and study first before coming to the office for business purpose. One of the pieces of information that Pejabat Daerah Johor Bahru can share in online platform is regarding E-Kasih and My Kasih. People keep misunderstanding about the difference of E-Kasih and My Kasih. E-Kasih is a databank that been collected by the government to count the rate of poor and really poor status of people in the country. My Kasih is a donation from a private foundation to the really poor people. A lot of people thought that state government give donation through My Kasih and cause people to seek donation form Pejabat Daerah Johor Bahru. If there is a website that they use to share information regarding E-Kasih and My Kasih, public can easily understand and can go to the foundation themselves to seek help.

Small budget from the government

Pejabat Daerah Johor Bahru is a state government agency, and the budget allocate to them is not high like other agencies and private companies. With limited budget, the employees who want to claim their overtime and fuel consumption find it hard because some of the work they do require them to work outside working hours and use their own vehicle to go for site visits.

The amount of claim for the employee is increase from RM 0.70 to RM 0.85 for every one kilometre. Even though the claim is increasing, the budget from the government is still at the same amount. This causes the Pejabat Daerah Johor Bahru to limit the claim form the employees. For example, their claim is reduced to only RM 300 and the rest of the claim will be exchanged to rest leave. Even though they can exchange it onto a rest leave, with the workload that they have, they will not be able to use it as they need to finish all the work before the dateline. This will reduce their morale to work better and can decrease the efficiency of their work. It can be said that with less budget from the government, the employees work efficiency will decrease too. According to Yean et al., (2022), the employees are required to perform more tasks with no additional allowance has created tension among the employees as not only deal with additional task but also with inadequate resources.

It is recommended that that Pejabat Daerah to forecast their budget based on activities that they will hold for the next year. Then, they can use the data to apply for increasing budget to the state financial office. They can provide a solid reason based on the data and report from the previous year event and spending so that their application will be accept.

CONCLUSION

In conclusion, Pejabat Daerah Johor Bahru play a significant role as a state government agency is Johor Bahru. PDJB serving a critical link between the state government and local communities. Its importance stems from its broad range of responsibilities and contributions to both the people and other governmental agencies. Through its leadership and coordination, PDJB contributes significantly to the socio-economic development, public safety, and cultural preservation of the region, making it an essential pillar in the district's continued growth and success.

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APPENDICES



13/8/2024

Meeting for Sambutan Hari Kebangsaan Kali Ke-67 Peringkat Daerah Johor Bahru 2024 program at Bilik Gerakan Pejabat Daerah Johor Bahru.



15/8/2024

Me working as secretariat at Program Madani Rakyat at UTM Skudai.



18/8/2024

Me as secretariat for Majlis Pelancaran Sambutan Bulan Kemerdekaan & Kempen Kibar Jalur Gemilang 2024 at Pasir Gudang, Johor.



28/8/2024

I attended Majestic Johor Festival 2024 to take care Johor Bahru booth.



31/1/2024

Work as secretariat for Majlis Perbarisan Dan Perarakan Hari Kebangsaan Peringkat Daerah Johor Bahru 2024.



25/9/2024

Attend and work as secretariat and protocol for Program Prihatin Komuniti Daerah Johor Bahru.



7/11/2024 & 8/11/2024

Join On Board Team Building Pejabat Daerah Johor Bahru and visit to Pejabat Daerah Segamat.



10/11/2024

Join give donation and help of Kurniaan Pemangku Sultan Johor and been task to recite doa (prayer) throughout the whole program.



24/1/2025

I join and been celebrated and get some gift from Pejabat Daerah Johor Bahru as the last day for internship and celebrate one of the staff who is promoted to a new position and will leave Pejabat Daerah Johor Bahru.