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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka



PUSAT KHIDMAT RAKYAT
PARLIMEN MASJID TANAH

INDUSTRIAL TRAINING REPORT

AT PUSAT KHIDMAT RAKYAT PARLIMEN MASJID TANAH

12 AUG 2024 - 24 JAN 2025

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EXECUTIVE SUMMARY

In the following paragraphs, I intend to narrate the story of my internship at Pusat Khidmat Rakyat Parlimen Masjid Tanah Melaka which started on 12 August 2024 and ended on the 24th of January 2025. This internship is undertaken to complete my degree in Business Administration (Hons) International Business. In this report, I have outlined pertinent information relating to the organization, especially the department in which I did my internship based on my experiences during my internship. I was also able to obtain all the information about the organization as well as the department by interviewing the staff as well as searching for it on the portal. As part of my report, I have also included the practical side of my internship. It was conducted through my observations of the organization's internal environment. At the end of my report, based on the analysis I made, I wrote the recommendations and included a photo of what I did during my internship.

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ACKNOWLEDGEMENT

To start off, I would like to thank God with all my heart for the constant support throughout my industrial training. I have been blessed with wisdom, strength, and good health enabling me to undertake this study, complete my internship, and prepare this report.

I am particularly grateful to my chief supervisor, Madam Noor Azzura binti Mohamed, for her constant assistance and direction. In particular, I appreciate the edges she gave me and her inputs that enabled me to put together this report.

At the same time, I do know that I owe a great deal of gratitude to the Pusat Khidmat Parlimen Masjid Tanah team, so I thank Mr. Zarizi for his help through the course of my internship. I am even more grateful to our manager YB Datuk Wira Hajah Mas Ermieyati for her help and motivation which certainly enriched my experience during this period.

My gratitude also goes to my parents who have been the most supportive throughout my entire life and have constantly done everything in their power to my aid. Their support served as motivation to continue enduring challenges and pursuing my studies. Achieving this milestone would have been impossible without their encouraging belief in me.

To my classmates, I extend equal gratitude as they served as an inspiration and a supportive pillar during my studies. Their company during rough patches and willingness to brainstorm and tackle issues collaboratively helped a great deal in making this experience enjoyable.

And finally, I am truly grateful to each and everyone who has helped, in one way or another, in the successful completion of my internship. I am deeply grateful to all of you for the motivation and support, which have been the main contributor to this great result.

2.0 STUDENT'S PROFILE

MUHAMMAD HASIF BIN MD HARTIKA	
PROFILE A recent graduate with Bachelor's Degree in Business Administration (Hons) in International Business, equipped with strong academic foundation and relevant work experience. Developed a proactive and detailed-oriented approach to problem-solving, with a focus on delivering efficient and effective solutions	
KEY COMPETENCIES <ul style="list-style-type: none">• Leadership Skill• Management Skill• Communication Skill• Computer Skill	LANGUAGE <ul style="list-style-type: none">• Bahasa Melayu• English• Mandarin (Basic)• Arabic (Basic)
EDUCATION	
MARA University of Technology (UiTM), Bandaraya Melaka. Bachelor of Business Administration (Hons.) International Business. GPA 3.63	October 2022 - Present
MARA University of Technology (UiTM), Alor Gajah, Melaka. Diploma in Business Studies. CGPA 3.3	July 2019 -December 2021
WORK EXPERIENCE	
Pusat Khidmat Rakyat Parlimen Masjid Tanah (Intern) Administration and Service Department	August 2024 - January 2025
<ul style="list-style-type: none">• Helping people apply for government assistance such as JKM , MAIM and E-Kasih• Assisting the YB in carrying out welfare programs• Editing videos for the YB's programs• Receiving complaints from the public and drafting letters to the authorities	
Operating Assistant Kopetro Catering Sdn Bhd	January 2019 - August 2019
<ul style="list-style-type: none">• Assisted in food preparation and ensured efficient kitchen operations• Managed inventory, stock replenishment, and supply chain coordination• Contributed to delivering a positive customer experience through seamless cafe operations	
Hartmz Trading Sdn Bhd	January 2020-September 2022
<ul style="list-style-type: none">• Operated vending machines at schools and colleges as a part-time crew member.• Oversaw stocking and restocking of vending machines to ensure product availability.• Identified and resolved errors or malfunctions in vending machines.	
ACCOMPLISHMENTS & EXTRACURRICULAR ACTIVITIES	
<ul style="list-style-type: none">• Dean's List Award Semester 5, 2024• A volunteer and organizing CSR programs with Aisyiah Orphanage in Indonesia• Silver Award for International Business Fiesta Program 2024• Secretary of Path To Goal Entrepreneur Seminar• Leader Management for E-sport gaming since 2013 -2025	

Figure 1: Hasif Resume

3.0 COMPANY'S PROFILE

3.1 Company's logo, location, and operation hours



Figure 2: Company Logo

The Pusat Khidmat Rakyat Parlimen Masjid Tanah is a community service center established to assist the people of the Masjid Tanah parliamentary constituency in Malaysia. It acts as a centre where people may express their problems, look for assistance, and get services like advising support, welfare support, and public complaint handling. The centre, which is situated in Pekan Masjid Tanah, is essential in facilitating communication between the local populace and their elected MP, guaranteeing that their demands are met effectively and efficiently.

The service center is strategically located in Pekan Masjid Tanah, directly opposite the Poliklinik Komuniti Masjid Tanah, ensuring convenience for the local population. Its central position allows it to serve residents from the five Dewan Undangan Negeri (DUN) areas within the constituency, N01 Kuala Linggi, N02 Tanjung Bidara, N03 Ayer Limau, N04 Lendu and N05 Taboh Naning. The operation hour of Pusat Khidmat Rakyat Parlimen Masjid Tanah is from Monday to Sunday from 9:00 a.m to 5:00 p.m (PMT, 2013)

3.1.2 Location Pusat Khidmat Parlimen Masjid Tanah on map



Figure 3: Location Pusat Khidmat Parlimen Masjid Tanah on map

- MT 2193 Jalan Taman Bandar Baru, 78300 Masjid Tanah , Melaka

3.2 Vision, mission, objective company

Vision

- To be an excellent and authoritative organization that effectively supports and assists the local community.

Mission

- Ensuring every person in Masjid Tanah Parliament gets a fair, comprehensive, and effective service.

Objective

- The Pusat Khidmat Parlimen Masjid Tanah's main objective is to provide comprehensive services and assistance to the community, especially people in the Masjid Tanah Parliament area.

3.3 Background of establishment



Figure 4: Pusat Khidmat Parlimen Masjid Tanah Building

Pusat Khidmat Rakyat Parlimen Masjid Tanah was established on 10 June 2013 at the initiative of YB Datuk Wira Mas Ermieyati binti Samsudin, who currently holds the position of Member of Parliament for Masjid Tanah. The establishment of this center manifests the government's commitment to strengthening the relationship between the people and the authorities by providing a more accessible platform for services and assistance.

The primary purpose of the center's creation was to attend to the needs and problems of the people living in the Masjid Tanah parliamentary constituency, which has been an electoral district since 1974. The service center aims to serve as a conduit between the public and the government by giving individuals a place to express their grievances, seek help, and obtain public resources. Among the services the centre provides are complaint management, advice support, and communication facilitation between residents and different government entities.

The establishment of the Pusat Khidmat Rakyat is a reflection of Malaysia's developing political and governmental landscape. To ensure that the needs of the community are effectively addressed, Members of Parliament (MPs) are urged to set up service centres in their districts. By enabling people to interact with their elected representatives without having to deal with the intricacies of federal systems, these centres exemplify the decentralization of public service delivery.

The construction of the service centre in 2013 was a crucial turning point in the endeavour to enhance local administration, and Masjid Tanah is a historically significant constituency. In order to provide comprehensive assistance for the populace, the centre not only resolves individual complaints but also supports welfare initiatives, community development projects, and partnerships with non-governmental organizations.

3.4 Organizational Structure

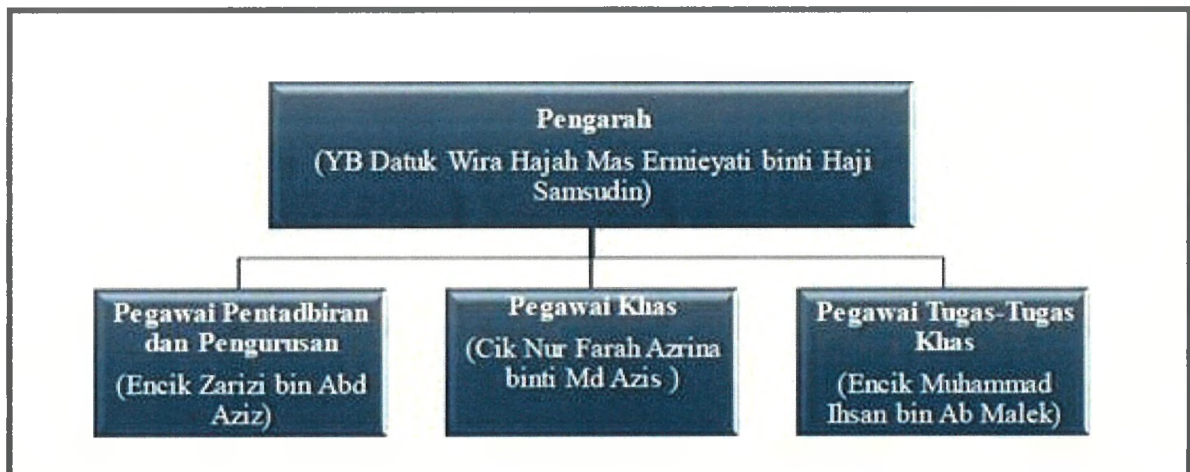


Figure 5: Organizational Chart

The Pusat Khidmat Rakyat Parlimen Masjid Tanah is well organized to ensure that services are effectively delivered to the people of Masjid Tanah, and every staff has an important role to play. At the top hierarchy in the organization structure is YB Datuk Wira Hajah Mas Emiryatie, a Member of Parliament representing Masjid Tanah. As patron and head of the center, YB Datuk Wira Hajah Mas Emiryatie oversees all activities to ensure the functioning of the centre at all times for the benefit of the community. She also plays an important role in representing community interests in legislative and executive levels.

Assisting her is Cik Farah, the special officer who is attached to the MP for field visits and is supposed to assist in logistical and administrative matters. Cik Farah has an important role in ensuring the work of YB runs well so that at a higher level, the MP can make her decisions. Encik Zarizi is the administrative and management officer who sees to the day-to-day running of the office. He addresses public complaints, keeps records, and coordinates the center's services. He is very instrumental in the smooth flow of activities in the center to ensure that the concerns of the constituents are immediately addressed.

Lastly, Encik Ihsan is the special tasks officer who does fieldwork, which involves visiting areas that need service and data to be reported to the office. His role is important in keeping the MP abreast of what is happening and informed on real-time updates. These two dedicated people, under the leadership of YB Datuk Wira Hajah Mas Emiryatie, make a committed team in ensuring that the people of Masjid Tanah get the best service. This, in turn, has been designed as an efficient organizational structure with limited staff, each performing a critical function to enable the center to operate smoothly and meet community needs.

3.5 Product of Services

Indeed, the services offered by Pusat Khidmat Rakyat Parlimen Masjid Tanah are all-inclusive, taking into consideration the needs of all its people so that the people of Masjid Tanah are helped in various fields. Among the main functions of the Service Centre are to act as a channel in resolving public complaints and to assist residents in dealing with government agencies. With complaints about infrastructure problems or community concerns, the center becomes the connecting point between the public and government agencies. By facilitating access to key government-assisted programs like Sumbangan Tunai Rahmah (STR), E-Kasih, JKM, and Maim, it fulfills an urgent need for its residents who struggle with financial troubles, health-related issues, and social problems. In fact, for many, these programs are the lifeline whereby they could receive financial aid, social welfare services, and access to resources that could improve living conditions.

Pusat Khidmat Rakyat is instrumental beyond mere complaint-handling in securing government help through surat sokongan, commonly known as support letters. These letters are recommendation letters, signed by YB Datuk Wira Hajah Mas Emiryatie, for residents to apply for various government aid, such as JKM. Because these letters are signed by a Member of Parliament, they carry much weight and often speed up the application process, increasing the chances of approval. This level of personalized support makes sure that the community is not left behind, that individuals receive the attention and help they need, even in those bureaucratic systems that are often difficult to get through. The chances of forwarding an application together with a supportive letter from a member of Parliament

increases the level of legitimacy and urgency of their demands, therefore an advantage in whatever areas where information or financial setbacks may befall residents.

Pusat Khidmat Rakyat Parlimen Masjid Tanah offers more services, health care, and welfare support among the core purposes of the operation. For example, the center helps the people who require medical assistance by providing them with medical facilities such as hospital beds at their residential places. This is very vital because such people, including the elderly, the sick, and sometimes even those with problems in mobility, get the services they need at their convenience without having to travel or incur extra expenses. For instance, welfare support to the residents can relieve them from pressures with regard to physical health, medical needs, or social welfare. With that, all in Masjid Tanah are assured not to be simply concentrated on in terms of immediate basic needs but also regarding their ultimate well-being.

Other than the need to address the needs, Pusat Khidmat Rakyat Parlimen Masjid Tanah also places importance on community interaction. Programs of welfare services, sports events, and social gatherings in which the center acts as the community representative should ideally be actively organized to stimulate contact among various groups in Masjid Tanah. These programs offer opportunities not only for recreation and personal development but also for strengthening the social bonds within the community, engendering a spirit of togetherness and mutual support. From organizing charity events, health awareness campaigns, to supporting youth sports, the center is committed to ensuring that the quality of life for its constituents is constantly improved. These programs are open to all, regardless of racial, religious, and political backgrounds, and aim at building a cohesive community where every person has the opportunity to be involved and flourish.

In essence, Pusat Khidmat Rakyat Parlimen Masjid Tanah acts as a cornerstone of public service within the area, serving as a direct line of support for the community in addressing immediate concerns, while also promoting long-term development and social cohesion. By providing access to government assistance, offering personalized support, and encouraging community involvement, the center is indeed indispensable in bettering the lives of the residents. With a commitment to serving all individuals regardless of background, the services are inclusive, effective, and tailored to the needs of the growing Masjid Tanah community.

4.0 TRAINING'S REFLECTION

4.1 Duration

My internship training began on August 12, 2024, and will end on January 24, 2024, completing 24 weeks of thorough experience. Pusat Khidmat Rakyat Parlimen Masjid Tanah's operating hours are normally 9:00 AM to 5:00 PM, Monday through Friday, with weekends off. It has been an honour to acquire an internship with Pusat Khidmat Rakyat Parlimen Masjid Tanah, particularly in the Administration and Customer Service Departments. Throughout this program, I have learned important knowledge, developed new insights, and improved my existing abilities. This six-month internship has been an outstanding experience, providing a balanced growth of soft and practical abilities.

4.2 Specific departments you have been assigned to.

During my internship, I was placed in the Administration and Customer Service department, where my responsibilities primarily involved handling public complaints, answering calls from the public, drafting official letters, and preparing business proposals. The core focus of this department is to serve the needs of the public by providing efficient communication and solutions to their concerns.

I was assigned to work closely with a permanent staff member, Encik Zarizi, who was also part of the same department. His role was guiding and assisting interns like myself throughout the internship. Working under his mentorship allowed me to understand the processes better, improve my communication skills, and develop a deeper appreciation for serving the community effectively.

4.3 Roles, responsibilities, tasks, and assignments are given to you.

During my internship, I was assigned to the administration department, where my main responsibilities included recording public complaints received at the office and drafting complaint and support letters to be sent to the relevant authorities. While I expected my tasks to be mostly office-based, my experience turned out to be far more hands-on and meaningful than I had imagined.

On my very first day, I was given an unexpected and unforgettable assignment visiting flood-affected areas to document the situation by taking photos as evidence. It was a surreal experience, as Masjid Tanah had just been hit by a severe flood, and I found myself in the middle of a community in distress. Instead of a routine introduction to the office, my first week was filled with flood relief efforts—cleaning homes, distributing food kits, and assisting in welfare services. Seeing the direct impact of our work on people's lives gave me a new perspective on community service, and it became one of the most rewarding aspects of my internship.

Beyond handling complaints and relief work, I was also involved in creative tasks such as producing videos for the *Ziarah Kasih* program, designing posters, and editing program highlights. One of the most touching moments was when I joined a team delivering medical aid, including hospital beds, to patients in need. Witnessing the gratitude on their faces and knowing that our efforts provided them with comfort was incredibly humbling.

Overall, this internship was more than just a learning experience it was a journey of personal and professional growth. I not only gained valuable administrative and technical skills but also developed a deeper sense of empathy and social responsibility. The opportunity to interact directly with the community, listen to their struggles, and contribute to real solutions has shaped my perspective on the importance of service. This experience has reinforced my passion for making a meaningful impact, and I will carry these lessons with me into my future career.

4.4 Benefits that you received and gained.

During my internship at Pusat Khidmat Rakyat Parlimen Masjid Tanah, I gained valuable experience beyond work-related skills. One of the biggest benefits was learning how to communicate effectively with people from different backgrounds. Every day, I interacted with community members who came in to file complaints, seek assistance, or share their concerns. Listening to their struggles and helping to find solutions taught me patience, empathy, and the importance of clear communication. Beyond the office, I also participated in outreach programs, visiting patients in need, distributing aid, and joining community service initiatives. These experiences not only strengthened my social skills but also gave me a deeper appreciation for the importance of giving back to society.

Another major benefit was improving my technical and administrative skills. I was responsible for drafting official letters and handling community complaints, such as preparing reports on road infrastructure issues to be sent to the Jabatan Kerja Raya (JKR). This task helped me become more proficient in formal writing and sharpened my attention to detail. At the same time, I built strong connections with colleagues and the local community, which expanded my professional network.

Overall, this internship was more than just a learning experience, it was an opportunity for personal and professional growth. I not only developed essential workplace skills but also gained a deeper understanding of the needs and challenges faced by different communities. The ability to communicate, collaborate, and contribute meaningfully to society is something I will carry forward in my future career. This experience has reinforced my belief in the importance of community engagement and has prepared me to be more confident and proactive in any professional setting.

5.0 SWOT ANALYSIS

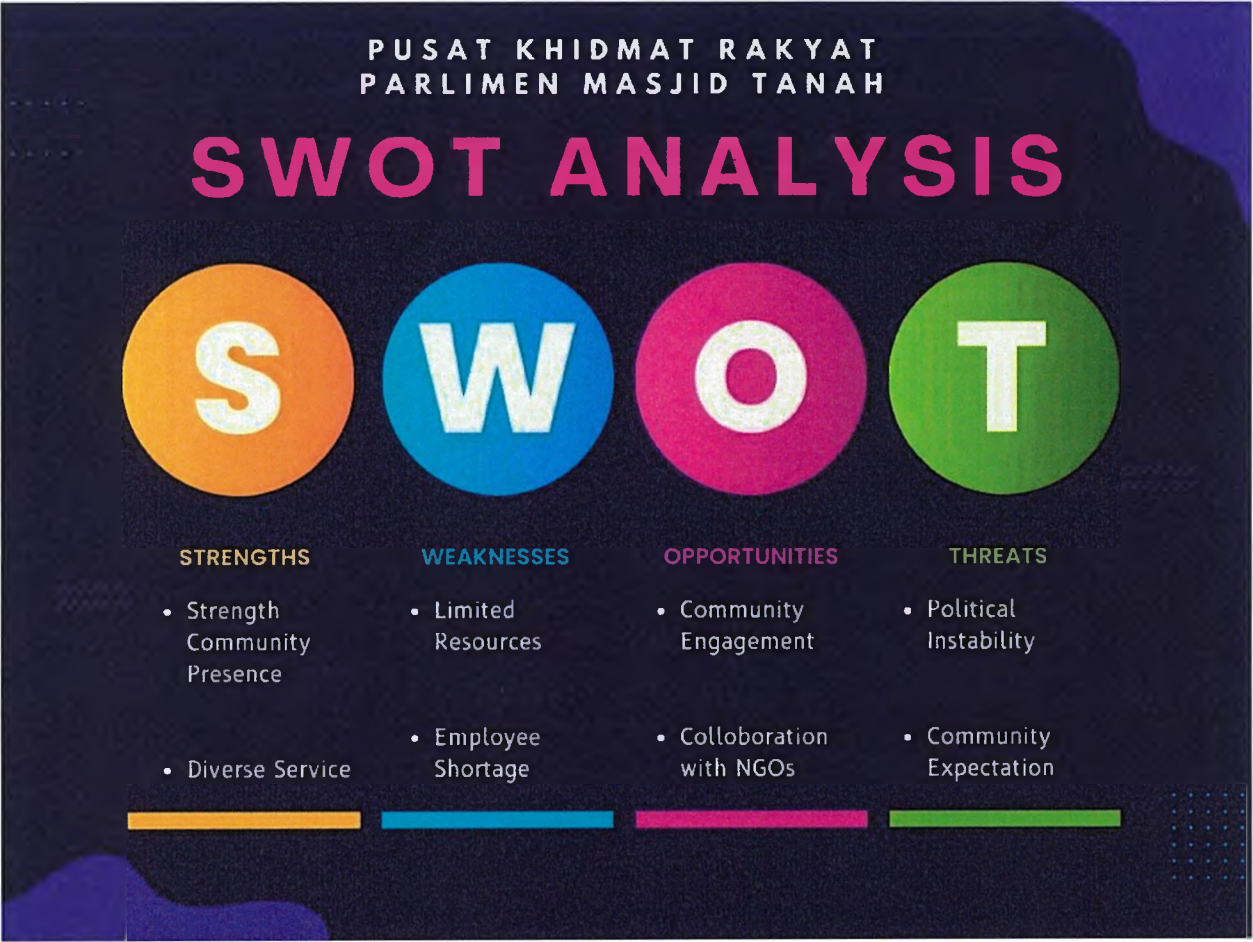


Figure 4: SWOT Analysis

6.0 DISCUSSION AND RECOMMENDATION

6.1 STRENGTH

6.1.1 Strength Community Presence

The community is also very active within Pusat Khidmat Parlimen Masjid Tanah to ensure confidence, access, and involvement with the locals. It places the centre closer to the grassroots and, in turn, makes the Member of Parliament easily accessible for the constituents to seek help, provide comments, or express their concerns. In many cases, the location of the centre itself is accessible within the constituency of Masjid Tanah. It also reaches out to the community through local events, charity drives, and public discussions. This raises its profile and cements its position as an intermediary between the people and their elected representatives.

Service centres are contact points, according to Smith (2020), availing an avenue for effective communication between residents and government. A continuous community presence could foster a sense of belonging and representation, which is an important ingredient in relationship building and the process of collaboration in public service delivery (Jones & Taylor, 2019). The Pusat Khidmat Parlimen Masjid Tanah also utilizes social media platforms and digital technologies to expand their community presence. This ensures they reach out, even to a greater degree than possible, when people do not attend the center in person. This dual-physical and virtual-approach enhances the potential of the centre to communicate at all levels in a wide-spectrum community at large, something quite typical at Masjid Tanah.

Being a combination of both rural and semi-urban communities, Masjid Tanah gains much from such an active Pusat Khidmat Parlimen. It would have earned much of its reputation through capability for personalized services, to wit, giving money to those in dire need or searching for jobs for them. Second, the thrust for inclusiveness alone ensures that none of the young, elderly, or marginalized groups is left out.

RECOMMENDATION

6.1.1.2 Expands Local Network

It is amongst the best ways to develop a strong local network for creating a long-lasting impact in the community. In such a way, an organization or an individual can make more partnerships with local businesses, schools, and social organizations by building a reputation and reaching an audience that could not be contacted earlier. This, in turn, enables joint work on various projects within the community, resources, and supporting one another in mutual benefit. For example, a nonprofit organization dealing with educational projects may work directly with local schools to conduct workshops or provide scholarships, thereby directly benefiting the students in need. Similarly, small businesses can team up with community groups to sponsor events, building a positive brand image while contributing to meaningful social causes.

Perhaps one of the most significant benefits of building out local networks is the pooling of resources and expertise. Whereas one organization may have constraints of either funds, manpower, or facilities, strategic partnership will fill those gaps. For instance, a local business can sponsor the extracurricular program of a school, while the school offers the business a platform to promote its community involvement initiatives. Community partnerships have also been shown to enhance customer loyalty and brand trust for businesses engaging in them, according to a study by Porter & Kramer (2011). By engaging with schools and social organizations, businesses and nonprofits can work toward mutually beneficial goals that ultimately result in more sustainable community development.

In other words, the expansion of local networks through partnerships with businesses, schools, and social organizations has a positive spillover effect. It enhances credibility, maximizes available resources, and develops closer relations within the community. Be it through financial support, sharing experience, or joint projects, these relationships help to build a healthy, connected community. Those who invest in this area reap not only better standing in the community but also make more relevant and lasting impacts in the community they serve.

6.1.2 Diverse Service

One of the key services provided by Pusat Khidmat Parlimen Masjid Tanah is the delivery of a holistic range of services that address the varied demands of citizens. The multisectoral nature of service delivery at the centre guarantees that the centre intervenes in a complicated range of matters related to social welfare, economic development, educational support, and infrastructural development. By addressing the complexity of citizens' needs, the centre guarantees that there is fairness and inclusivity in service delivery. Diversified service provision, as studies show, is a feature of good government since it allows service centres to address the specific needs of constituents who have different socioeconomic statuses and priorities (Smith, 2021).

The centre helps poor communities in social welfare by processing applications for schemes like Sumbangan Tunai Rahmah (STR), JKM, MAIM, and eKasih. These programmes fund poor families for basic needs such as food, shelter, and health. In addition, the centre also collaborates with government agencies and non-governmental organisations (NGOs) in the provision of food baskets, disaster relief assistance, and home repair assistance, which are all essentials for disadvantaged communities. For instance, each Friday, our team will carry out the Ziarah Kasih program, visiting house-to-house to offer assistance, especially to those afflicted with various chronic illnesses. Education is also a priority area, with the primary agenda offering financial assistance to students from low-income families.

The programs offer education to all, reducing dropout rates and enhancing school performance within the constituency. For instance, career counseling programs inform students of the right educational and professional paths to pursue, which are most significant if students are to achieve long-term professional success. For instance, every month, YB Mas Ermieyati will provide a small educational contribution to students who pursue further education in the nation or overseas. This gesture can help them reduce some of their expenses. Besides, Pusat Khidmat Parlimen Masjid Tanah vigorously advocates for infrastructural development in a bid to improve living standards in the constituency. The centre works together with the local authorities in tackling issues such as road maintenance, refurbishments of public amenities, and installation of lighting in poor areas.

For example, we typically write a complaint letter about infrastructure such as roads and drains, in the Masjid Tanah area and submit it to JKR, District Office, and JPS according to the suitability of the complaint received so that the authorities can take action. The people are greatly impacted when a variety of services are offered. It not only resolves current problems but also provides individuals with what they need to be self-sustaining in the future. The centre is all-inclusive and does not leave anyone behind as it addresses the varied needs of its members.

Evidence has demonstrated that service centres that have diverse services are more likely to generate trust and strengthen the social bond of the neighborhood communities (Jones & Taylor, 2020). This inclusivity also assists the centre's function as a required intermediary between citizens and the government in being a more effective facilitator of public policies at the local level.

RECOMMENDATION

6.1.2.1 Enhanced Customization

A significant advantage of customization is that it leads to greater customer satisfaction and loyalty. If customers feel that a service is particularly tailored to fit their individual needs, they are more apt to use it and tell others about it. According to research, companies that offer customized products and services enjoy better customer retention and brand loyalty (Deloitte, 2019). For example, a gymnasium can provide personalized workout sessions for various age groups, in such a manner that young sports persons and senior citizens are all trained according to their capacity. By doing this, not only are the experiences of customers value-added, but also long-lasting relationships are created between the service providers and the individuals

In all, more customization is a strategic approach to rendering services effective and relevant across a range of customer profiles. With personalized solutions, organizations and firms are able to engage more deeply with the population, enhance customer satisfaction, and propel long-term success. Through one-on-one financial planning, personalized fitness coaching, or data-informed educational services, customization enables a more inclusive and effective service environment for all.

6.2 WEAKNESSES

6.2.1 Limited Resources

The most significant weakness of Pusat Khidmat Parlimen Masjid Tanah is the insufficient amount of resources available to cater to the vast array of needs of its constituents. These limitations may take many different forms, such as insufficient specialist expertise, insufficient funds, or insufficient personnel. Regardless of its best efforts, the limited amount of resources available to the center can make it increasingly challenging for the center to provide the community with comprehensive assistance. On the basis of evidence, service centers tend to face resource constraints because the demand for assistance tends to be higher than the existing capacity, especially for those with large or heterogeneous populations (Smith, 2019).

Financial constraint is one of these vital factors in this weakness. Though the centre can be helped by parliamentary or government grants, these are most often not adequate to enable it to deliver the wide range of services required, especially when unexpected circumstances such as catastrophes or economies in trouble arise. For instance, our center also receives other forms of donations from members of the public to help fund aid to needy individuals.

In spite of these constraints, opposition service centers tend to overcome it through grassroots efforts, relying on volunteerism from the people or partnerships with non-governmental organizations (NGOs). While these efforts may be able to alleviate some of the shortages in resources, they are not necessarily sufficient to fully address the constituency's diverse and complex needs.

RECOMMENDATION

6.2.1.2 Fundraising and Grant Writing

Grant writing and fundraising are essential methods of generating external funds and ensuring the sustainability of community projects. By actively seeking grants, conducting fundraising campaigns, and establishing partnerships with donors, organizations can accumulate their funding sources and contribute more significantly. Successful grant writing requires successful understanding of funding priorities, persuasive proposal writing, and a successful demonstration of how the funds will be spent effectively.

Apart from grants, fundraising events are a successful method of raising money while mobilizing the public. Charity runs, gala dinners, crowdfunding, and online fundraising campaigns are common practices that, apart from raising money, also create awareness for a cause (Nonprofit Quarterly, 2020). For example, a community shelter might host an annual fundraising dinner, which draws donors willing to give both monetarily and in-kind donations. Events such as these also facilitate long-term relationships with donors, which make repeat funding more likely.

In short, additional grant writing and fundraising efforts are needed in order to ensure financial sustainability and long-term success. By seeking grant proposals, community fundraising events, or partnerships with NGOs and businesses, securing outside funding ensures that vital community programs can sustain themselves and expand. By varying revenue streams and engaging strategic partnerships, organizations can secure their financial foundation and give back more to society.

6.2.2 Employee Shortage

This is a severe shortage for a service centre that has the mandate to provide various and most of the time complex needs of its community. Ali and Tan, 2018 adds that usually, community service centres, at most occasions face personnel shortages, most especially those with limited funds or organizational frameworks. The shortage of employees or personnel impairs daily activity management in the center. The absence of workers inflates the work rate for those employed already, hence delays in answering constituent questions and requests for help. For example, a single employee might be saddled with coordinating welfare assistance, planning community events, and other administrative tasks-a surefire way to invite mistakes and inefficiencies.

In my case, our organization only has 3 permanent employees, and the rest are volunteers; when it comes to fieldwork, there will be some challenges due to a lack of staff, expecting the public and volunteers to also help us. Moreover, when involving services such as receiving and sending people's complaints, there will be a slight delay due to many complaints and a lack of employees to manage the matter.

The staffing problem of Pusat Khidmat Parlimen Masjid Tanah reflects the general problem which service centres that deal with similar situations face with limited resources. Besides impairing the effectiveness and quality of delivered services, shortage also impacts the satisfaction and public trust. Researchers have established that there is a strong link between low levels of citizen involvement and a decline in institutional performance as well as staffing shortages in organizations within the public sector (Lee & Wong, 2019).

RECOMMENDATION

6.2.2.1 Use Volunteer and Interns

Utilizing volunteers and interns is an effective means to deal with workforce shortages while fostering community engagement. In such instances, volunteer and internship programs provide organizations with an avenue to tap into more manpower without immediately facing the financial burden of hiring full-time staff. Students, recent graduates, and professionals alike often look for experience and are willing to provide their skills through either internships or volunteer work. This not only helps organizations meet their operational needs but also provides an added advantage where participants gain valuable experience while making a meaningful impact. As stated by Miller et al. (2023), this helps them achieve a win-win situation.

One of the major advantages of incorporating volunteers and interns is that they bring new ideas and perspectives. Many young professionals and students are up to date with recent technologies, social media, and creative problem-solving approaches. For instance, a nonprofit organization struggling to be relevant digitally will hugely benefit from a marketing intern who handles social media campaigns, creates promotional materials, and generally improves online engagement. Research has documented that organizations investing in well-structured volunteer programs gain significantly in efficiency and productivity (Miller et al., 2023; Smith, 2022).

In the end, volunteers and interns are great stopgaps for workforce shortages while mobilizing the community. It is through such hands-on opportunities that enthusiastic people get involved in contributing to their mission while working and learning new things. Besides improving operational effectiveness, it develops long-term relationships with individuals who become employees, donors, or most importantly, any other supporters of the organization.

6.3 OPPORTUNITY

6.3.1 Community Engagement

At Pusat Khidmat Rakyat Parlimen Masjid Tanah, community engagement plays a vital role in connecting with the people it serves and creating a positive impact in the local area. As an opportunity for growth, community engagement offers a chance to strengthen relationships, foster trust, and increase the effectiveness of the programs and services provided. The center has the unique opportunity to enhance its role as a bridge between the government and the people, helping to address the public's needs and concerns in a more personalized and proactive manner (Bryson et al., 2021).

One of the main opportunities for community engagement at Pusat Khidmat Rakyat is through regular interactions with the residents of Masjid Tanah. This can be done by organizing forums, workshops, or outreach programs where the public can voice their issues, seek assistance, and learn more about available government services. In addition, by establishing community events that focus on education, welfare, and public health, the center can engage directly with people from diverse backgrounds, allowing for better understanding of their needs and concerns. For example, organizing health awareness programs or community clean-up drives would not only help address specific local issues but also build a sense of shared responsibility among the residents (Michaels et al., 2022).

Another significant opportunity lies in creating collaborative initiatives with local businesses, schools, and non-governmental organizations (NGOs). These partnerships would allow Pusat Khidmat Rakyat to expand its reach and create more sustainable solutions to issues affecting the community. Through these collaborations, the center can tap into a broader pool of resources, including expertise, funding, and volunteers, which would amplify the impact of its programs. Moreover, actively involving local stakeholders in decision-making processes can help improve the transparency and accountability of the services provided (Ehlers & Berthold, 2021).

In conclusion, community engagement is a powerful opportunity for Pusat Khidmat Rakyat Parlimen Masjid Tanah to enhance its service delivery, build stronger relationships with the community, and create lasting positive change. By fostering collaboration, increasing public participation, and focusing on community-driven initiatives, the center can become an

even more effective resource for local residents, addressing their needs and improving their quality of life.

RECOMMENDATION

6.3.1.2 Engage in Media Social Campaign

Social media campaigns are the best avenue for Pusat Khidmat Rakyat Parlimen Masjid Tanah to reach out, create awareness, and build closer ties with the grassroots community. Through the social media platform, information can reach a wide audience base in the shortest possible time and an effective manner. This allows the center, through these interaction media, to interact directly with community members over various initiatives' progress, publicize local events, and take their input regarding any pressing issues (Lu & Zhang, 2023)

The center would institute awareness about certain issues concerning health, education, or social welfare through campaigns via social networking sites. Example forms of posts designed as interactive types are polls, quizzes, or even live Q&A sessions to encourage discussions. Not only would awareness be generated, but participation and ownership could also be felt more with the activities undertaken by the community members when they feel nearer to the implementations taken up by the center. In addition, utilizing social media for campaigns would help solve an emerging need for digital communication and provide a chance for the highly active online younger generation to get involved in local affairs.

Secondly, social media campaigns would help to cement the relationships with local stakeholders like businesses, schools, among other organizations. By tagging these entities in posts, sharing collaborative initiatives, and promoting their contributions, the center can build stronger partnerships and create opportunities for joint efforts that benefit the community. The transparency and accessibility of social media also allow for quick responses to community inquiries and feedback, building trust and promoting a collaborative environment (Smith & Lee, 2022).

In conclusion, social media campaigns can amply provide an avenue for the entity Pusat Khidmat Rakyat Parlimen Masjid Tanah to reach out to the community for awareness and the building of relationships with stakeholders at large in the community. This is a modern and efficient means of improving communication, enhancing community participation, and thus bringing desirable change to Masjid Tanah.

6.3.2 Collaboration with NGOs

Collaboration with NGOs indeed provides a very good avenue for Pusat Khidmat Rakyat Parlimen Masjid Tanah to expand its services and reach out to more people within the community. Most NGOs have specialized expertise in health, education, and social welfare that would complement the work of the center in serving the local population. By partnering with these organizations, Pusat Khidmat Rakyat can tap into additional resources, knowledge, and networks, creating a more effective and impactful service delivery. For example, collaborating with health-focused NGOs could help organize free medical camps for underserved communities, addressing key health issues in the area (Moore & Smith, 2021).

Besides that, the cooperation between NGOs and the center can significantly develop the center's disaster relief activities. The NGOs usually have all the infrastructural and volunteer network that bestows the ability for prompt and effective responses when crises occur. When floods come, for instance, Pusat Khidmat Rakyat can assist and work with NGOs to provide timely assistance, such as food and shelter provisions, medication, amongst others, that will ensure communities in need actually get the service at the hour of need (Thompson & Ritchie, 2022).

The partnership with NGOs allows Pusat Khidmat Rakyat Parlimen Masjid Tanah to increase its scope of work through an increased capacity and coverage. These would also be the kinds of partnerships that could holistically respond to the various demands in a somewhat complex way while ensuring the sustainability of the service delivery.

RECOMMENDATION

6.3.2.1 Join Project and Initiative

Joint Projects and Initiatives provide Pusat Khidmat Rakyat Parlimen Masjid Tanah with a great opportunity for collaboration with NGOs that would have similar objectives to those set by the centre. By identifying the NGOs, which are focused on specific issues, be it health, education, or social welfare, the centre pools resources together and jointly runs projects that benefit the community. For example, if the center partners with an NGO focused on healthcare, they can work together to organize free health clinics or awareness campaigns about health issues prevalent in the local area. This partnership would help leverage both organizations' networks, ensuring greater reach and impact for the community (Moore & Smith, 2021).

In addition, joint projects allow both parties to share responsibilities, reducing individual burdens and increasing the efficiency of service delivery. NGOs bring specialized knowledge, funding opportunities, and established networks that can enhance the quality and scope of programs run by Pusat Khidmat Rakyat Parlimen Masjid Tanah. For instance, in disaster relief efforts, the center could work with an NGO specializing in disaster response, ensuring swift, coordinated actions that provide immediate support to affected individuals (Thompson & Ritchie, 2022).

Finally, joint projects and initiatives with NGOs of similar objectives will prove an effective way of ensuring maximum community impact for Pusat Khidmat Rakyat Parlimen Masjid Tanah. This would thus serve to further reinforce the reach of the center into the communities on various local needs through shared expertise, resources, and networks.

6.4 THREATS

6.4.1 Political Instability

Political instability, considering it is an opposition-led service center in Malaysia, is the greatest threat that may face Pusat Khidmat Rakyat Parlimen Masjid Tanah. In most instances, political turmoil usually means unstable funding and resource allocation that might interfere with smooth service delivery to the community. For instance, during periods of political turmoil, the opposition constituencies usually face delays or denials in federal or state resources that may affect the completion of important projects and programs.

Furthermore, political instability can bring about sudden shifts in government priorities and policies, which may no longer be aligned with the activities that the center is currently offering. Such a sudden shift necessarily forces the cancelation or revision of major programs, which impairs the center's credibility and undermines public confidence. When it appears to the constituents that its work is controlled by political shifts, it does not help to keep the ball rolling and help solve community issues consistently (Ismail,2023)

Furthermore, political strife can increase polarization within a community. A widening political chasm may serve to make political eyes view many of the center's services; this would definitely work against its collaboration and integration. This will make it more difficult for the center to mobilize a number of community members and address concerns in an encompassing manner.

RECOMMENDATION

6.4.1.2 Build Relationship with Government and Political Entities

As an opposition-led service center, building a strong relationship with government bodies and political entities is highly important to Pusat Khidmat Rakyat Parlimen Masjid Tanah. Joint projects with government agencies can increase credibility and visibility in the eyes of key political stakeholders. For example, joint projects on health or education show that the center is concerned about people's welfare and identifies its objectives with governmental priorities. Such partnerships can increase the likelihood of receiving support and resources during politically sensitive periods (Hassan & Ling, 2020)

It is equally vital to maintain open channels with the concerned governments. Active communication keeps the service center updated about changing policies and planned programs, hence enabling it to modify its activities in concert. This openness in operations will ensure that the center wins the confidence for the political units to sustain its resources and support. Well-planned relationship-building combined with transparency might protect the center's capacity to serve the community during unfavorable changes in the political climate.

* These will help Pusat Khidmat Rakyat Parlimen Masjid Tanah better influence government bodies and political circles for continuous support and protection of interests in politically turbulent regions.

6.4.2 Community Expectation

Community expectation plays the biggest role in shaping the working of Pusat Khidmat Rakyat Parlimen Masjid Tanah, because this service center is supposed to serve the instantaneous needs of settlers. This entails the granting of welfare aid, handling complaints from the public, and community development programs. The timeliness and relevance of services provided according to the needs and expectations of the local community will be the prime ingredients. It must be responsive to such challenges as economic hardship, healthcare, and access to education. Failure to have these expectations met will result in dissatisfaction and a loss of confidence by the public in the center and impede its mission. For example, the center's move to institute community outreach programs, such as food banks or medical assistance programs, directly caters to the community's expectation of being served during distressed times

Engagement with the natives across various platforms is also highly instrumental in giving the center the opportunity to reassess and reorient the services offered. Community feedback is essential to comprehend what constituents really need. With this feedback, the center can tailor its services to be more impactful, which strengthens its reputation and fosters long-term community trust. Therefore, maintaining an open line of communication and addressing community concerns promptly is key to fulfilling expectations. Programs such as "Ziarah Kasih", which provides food and medical supplies, exemplify how Pusat Khidmat Rakyat Parlimen Masjid Tanah meets these expectations by offering practical solutions to local issues (Melaka Hari Ini, 2021).

RECOMMENDATION

6.4.2.1 Engage in Relationship-Building

Engaging in relationship-building with community members is a vital strategy for Pusat Khidmat Rakyat Parlimen Masjid Tanah to ensure that the services provided align with the evolving needs and expectations of the local population. Regular engagement through various methods such as surveys, informal meetups, and focus groups allows the service center to capture the pulse of the community. Surveys, for example, can provide valuable quantitative data regarding the issues most pressing to the residents, while informal meetups and focus groups offer deeper insights into the community's concerns and aspirations (Hassan & Ling, 2020). This helps in designing initiatives that address specific needs, such as health services, economic assistance, or educational programs.

By fostering open channels of communication and actively involving community members in the decision-making process, Pusat Khidmat Rakyat Parlimen Masjid Tanah builds trust and strengthens its relationship with the residents. When community members feel heard and valued, they are more likely to engage in the center's activities and support its initiatives, leading to a more collaborative and harmonious relationship between the center and the community. Such relationship-building efforts also contribute to long-term social capital, which can be leveraged to enhance the impact of future projects. Moreover, continuously engaging with the community allows the service center to be flexible and adaptive, ensuring its programs remain relevant and responsive to changing needs over time (Melaka Hari Ini, 2021).

In conclusion, regular engagement through surveys, informal meetups, and focus groups enables Pusat Khidmat Rakyat Parlimen Masjid Tanah to stay connected with the community it serves. This relationship-building approach not only strengthens the service center's ability to meet the community's expectations but also fosters a sense of ownership among the residents, contributing to the sustainability and success of community-driven initiatives.

7.0 CONCLUSIONS

To summarise, Pusat Khidmat Parlimen Masjid Tanah plays an important role in meeting the demands of its community by leveraging its strengths, resolving its weaknesses, and focusing on available opportunities. The center's strong community presence, various offerings, and capacity to inspire involvement have made it a necessary institution for local growth. However, problems such as inadequate resources, labour shortages, and political restraints limit its ability to operate to full capacity.

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9.0 APPENDICES



Appendices 1: Meeting with the Women's NGO and Tun Dr. Mahathir



Appendices 2 : Program Ziarah Kasih with YB



Appendices 3 : Helping the aunt apply for JKM



Appendices 4: With Ikatan Cina Melaka NGO providing flood assistance



Appendices 5 :Providing hospital beds assistance to patients



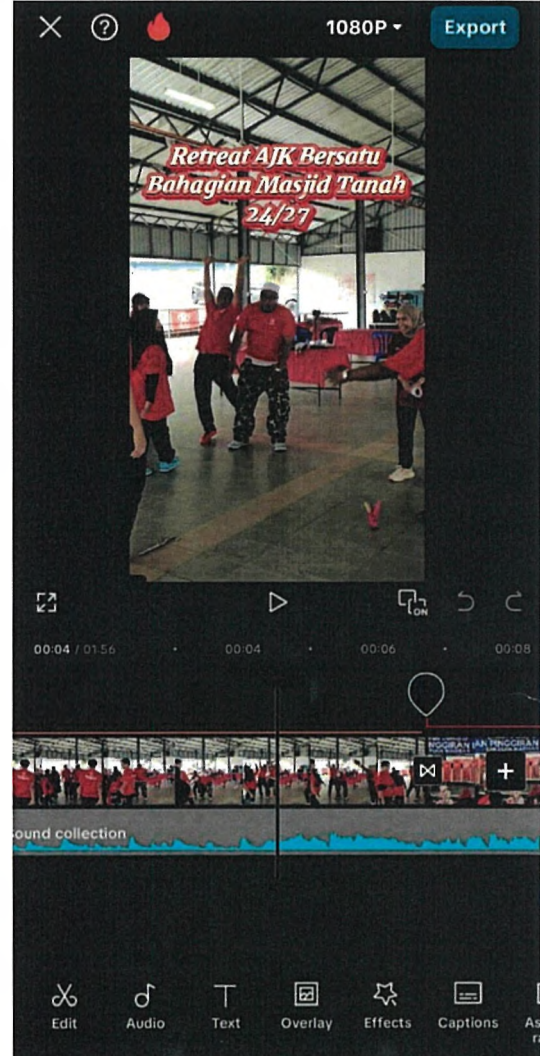
Appendices 6: Serving as the JPP (Election Committee) for the voting process



Appendices 7 :Receiving public complaints at the office



Appendices 8: Retreat Program 2.0 at Warisan Camp



Appendices 9 : Editing the 'Mutiara Kasih' and Retreat Program video.