



اَوْنُو تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SEPTEMBER 2025 - JANUARY 2026

INDUSTRIAL TRAINING REPORT



PREPARED BY :

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SURAT KEBENARAN

Tarikh : 30 JANUARY 2026
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Setuju



Tidak Bersetuju

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Nama Pelajar	NUR WARDINA SOFIYAH BINTI SUFFIAN		
No. Matriks	2023898792	Nama Program	BA272 - BACHELOR OF BUSINESS IN FINANCE
Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	MEDIA SELANGOR SDN BHD

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

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Yang Benar



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EXECUTIVE SUMMARY

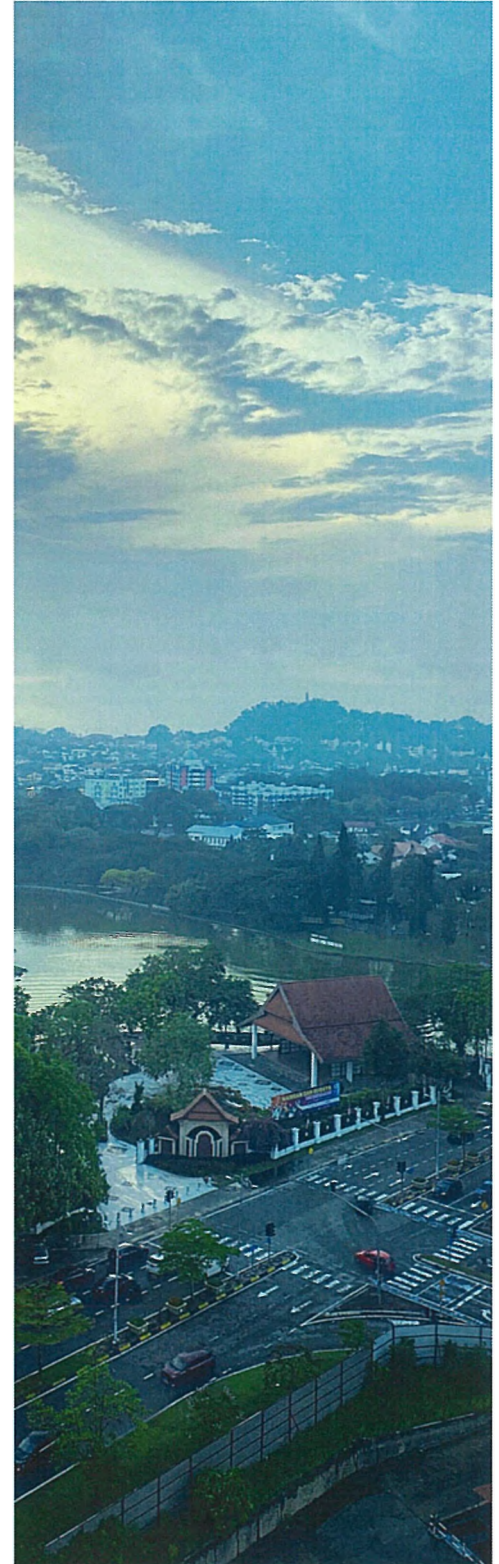
The organization of the internship was under the Finance Department for a period of four months from 29 September 2025 to 9 January 2026. The main aim of the internship was to get hands-on experience in the real-world operations of finance.

The report will be divided into sections that include an introduction to the organization, which will include background information, mission, vision, products, services, and the organizational structure of Media Selangor Sdn Bhd. As the official media outlet of the Selangor State Government, Media Selangor plays a vital role in disseminating information to the general public. The organizational chart will include the structure of the company, with emphasis on the Finance Department in the operations of the company.

The responsibilities of the internship include handling financial documents, processing invoices, handling petty cash, maintaining financial records, creating financial presentations, and creating reports using Power BI. In addition, the internship involved participating in the management of corporate events, which involved getting hands-on experience in the operations of finance in organizing large-scale events. The tasks involved getting hands-on experience in the operations of finance, which also involved getting experience in the development of soft skills.

Moreover, the report would include a SWOT analysis to assess the internal strengths and weaknesses of Media Selangor, as well as external opportunities and threats. Based on the analysis, certain recommendations would be made, including revenue diversification, digital expansion, human capital development, and community engagement.

This report has demonstrated the knowledge, skills, and professional development that have been accumulated throughout the internship. This has proven the significance of industrial training in bridging theory and practice.





ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to Media Selangor Sdn Bhd for giving me the chance to complete my internship with the organization. This has given me the exposure of a working environment and allowed me to learn practical knowledge that has contributed greatly to my development. The knowledge and skills gained throughout the internship have improved my understanding of organizational practices and working responsibilities.

My sincerest gratitude goes to the Finance Department, particularly my supervisor and the Head of the Finance Department, Ms. Zakiah Binti Tuan Azan, as well as Ms. Bella, senior finance executive and Mr. Azrul, finance administrative assistant, for their constant guidance and assistance. Their supervision has given me valuable experience in the financial workings of the organization, including documentation, recording, payments, and adherence to financial procedures. With their supervision, I was able to develop necessary working skills and knowledge about the practical workings of finance.

I would also like to thank all the staff members from different departments at Media Selangor Sdn Bhd for their cooperation and assistance throughout my internship. The cordial and helpful working environment has made my first experience in an organization both significant and enjoyable.

This internship experience was an important milestone in my career path. The exposure gained has not only helped in building my technical knowledge, but also my self-confidence, discipline, and responsibility. The experience gained during this internship has been instrumental in building a strong foundation for my future career growth.

Lastly, I would like to express my sincere gratitude to my academic advisor, Madam Ilyani Azer, and UiTM Kampus Bandaraya Melaka for their guidance and supervision during my internship period. I am also grateful to my family and friends for their continued motivation, as this internship was made possible with their encouragement. The motivation provided by my family and friends was instrumental in my successful completion of this internship, which has been a valuable experience.

BACKGROUND OF THE COMPANY

Media Selangor Sdn Bhd is a media company based in Shah Alam, Selangor, Malaysia. The company was established in 2009 under the umbrella of Menteri Besar Selangor Incorporated (MBI). The main mission of this media company is to provide precise news, information, and updates about the state government's policies, programs, and initiatives to the people. The company has been acting as a bridge between the state government and the people of Selangor.

The company operates a range of media platforms. Some of the prominent media platforms provided by Media Selangor are Selangorkini in Malay, Mandarin, and Tamil languages, Selangor Journal in English, and SelangorTV, which is an online television channel. The main objective behind launching these media platforms by Media Selangor is to provide precise news updates and information to the people of Selangor.

In addition to disseminating news, Media Selangor provides extensive media services such as advertising, producing digital content, managing social media, creating videos, and public relations. As a multi-language and multi-platform media organization, it plays an important role in promoting initiatives undertaken by the state. Through its application of both traditional and new media strategies, Media Selangor ensures that the state's messages are disseminated to a wide range of individuals (Menteri Besar Selangor Incorporated, 2009).

