



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka



INDUSTRIAL TRAINING REPORT AT MAJLIS PERBANDARAN PONTIAN

1 MARCH - 15 AUGUST 2023



AHMAD IZZUDDIN BIN MABENI |
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RESOURCE MANAGEMENT



EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began here at Pontian Municipal Council. This internship report details my internship period that I have finished in Pontian Municipal Council, under Management Service Department, which started on March 1st, 2023, and ends today, 15 August 2023. Pontian Municipal Council offers various public services, including license, tax, compound, premises rent, tender form, hall, court, and other facilities. Pontian Municipal Council's objectives include ensuring controlled planning and development, provide maintain public facilities and creating efficient and quality administration and management for local users.

I have been assigned to work in the management and services department as HR Trainee/Assistant. Here, I learned how to handle employee records management. In managing employee records management, I have entails maintaining correct and up-to-date personnel records such as personal information, attendance, leave, training, and performance evaluations while following privacy and data protection regulations. Additionally, there is only me who is intern under HR Unit in Pontian Municipal Council which it gave me an extra advantage in handling the task more efficiently since I had to handle it alone.

Furthermore, MPPn has a stable financial resource as one of the strengths of the organization. Besides that, poor internet connection and work ethics are among the main issues in weakness that were pointed out in this writing. Apart from that, MPPn has various opportunities to growth and develop by collaboration with well-known organizations. At the same time, MPPn also needs to give full attention to the threats including data breach and technology advancement as it will affect organization production and services.

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ACKNOWLEDGEMENT


In the name of Allah, the Most Merciful and Gracious. I worship there, and then I seek assistance. Thank you since I am now able to complete this assignment. A lot of work has been put in, and I'm sure many others have contributed information to me. I'd want to convey my heartfelt appreciation to every one of them since without them, I wouldn't be able to finish this task.

First and foremost, I'd want to convey my heartfelt gratitude to everyone who made it possible for me to finish this unique project. I am grateful to Puan Norazira binti Mohd Abas, my internship's advisor, for providing me with an excellent guideline for counsel, direction, and encouragement for this report. Furthermore, I would like to express my gratitude to my supervisor in Pontian Municipal Council (MPPn), Pn Suzana binti Basri for assisting and guiding me during my internship. In addition, I would like to gratitude to all my friends for helping me in accomplishing the work of the report "Industrial Training Report," since completing this report provided me much joy. In addition, a special thanks goes to my family for their love and support. This has been a consistent source of my strength over the course of this project in terms of providing comments and suggestions.

In preparation for my report, I would like to express my gratitude to all those who have directly and indirectly assisted me in completing this report, particularly my classmates, who made a valuable suggestion on my report, which inspired me to improve the quality of my individual assignment. Without the assistance of the individuals stated above, I would encounter several obstacles when completing my work.

Thank you very much.

1.0 STUDENT'S PROFILE



AHMAD IZZUDDIN BIN MABENI

PROFILE INFORMATION

NATIONALITY : MALAYSIAN
GENDER : MALE
RACE: MALAY
RELIGION: ISLAM

CONTACT PERSON



OBJECTIVE

To take on new challenges as an employee who allows me to apply all my skills and knowledge, also develop my talents and grow my idea.

SKILLS & ABILITIES

- Microsoft (Word, Power Point, Excel)
- Basic SSPS
- Good in communication skills
- Can work in a team
- Multitasking and able to work under pressure
- MUET Band 4
- Language (Malay, English, Basic Mandarin)

ACHIEVEMENT

- UiTM Student Leadership Candidate Award 2022
- Gold Award in Virtual-Melaka International Intellectual Exposition (V-MIIE) 2022
- Excellent Student Award STPM 2019
- 1st place in Perkiss Negeri Johor 2019
- 3d place in Perkiss Kebangsaan 2019

REFERENCES

PUAN SUZANA BINTI BASRI

- Assistant Administrative Officer, N29 / Internship's Supervisor at Pontian Municipal Council.

DR. NUR HAFIDZAH BINTI IDRIS (PROGRAM COORDINATOR FOR BA223/BA243)

- Senior Lecturer | Faculty of Business & Management at UiTM Bandaraya Melaka

EXPERIENCES

- Part-time as sale assistant at Legoland Malaysia and Target Supermarket
- Volunteer at Pontian Vaccination Centre
- Facilitator for leadership university program
- Project Leader for university training program
- Recruiter for university recruitment program

EDUCATION

Secondary School

2013-2017

SMK DATO MOHD YUNUS SULAIMAN

- President of Islamic Association
- Member of Student Leaders Board (SLB)
- SPM : 2A 3B 2C

Pre-University

2018-2019

KOLEJ TINGKATAN ENAM PONTIAN

- Sijil Tinggi Pelajaran Malaysia (STPM), CGPA 3.50
- Recreation and Sports bureau of Student Representative Council
- President of Recreational and Environmental Club
- MUET Band 4

University

2020- NOW

UNIVERSITI TEKNOLOGI MARA (UiTM)

- Latest CGPA, 3.48
- President of Human Resource Society (HURES)
- Project leader of Participant Development Programme (PDP) 2021 and 2022
- Project leader and recruiters of HURES Recruitment program
- Bureau of HR Week program

2.0 COMPANY'S PROFILE

2.1 Name

MAJLIS PERBANDARAN PONTIAN

2.2 Location

Majlis Perbandaran Pontian,
Jalan Alsagoff,
82000 Pontian,
Johor Darul Ta'zim.

2.3 Operation Hour

Day: Sunday to Thursday

Time: 8 a.m to 5 p.m

2.4 Company Background

Pontian Municipal Council as known as MPPn was established on 01 November 1976 under Act 124 (Temporary Act) which was later proclaimed as Act 171, Local Government Act 1976. The 1080 hectares under this Council's management include Pontian Town, Pekan Nanas, Benut, Permas, and Ayer Baloi. Pontian Municipal Council located at Jalan Alsagoff, 82000, Pontian, Johor Darul Ta'zim.



Picture 2.4 (a): Pontian Municipal Council's Logo

Picture 1 shown Pontian Municipal's Logo, which concludes the combination symbols of crown, star moon, 2 tiger tails, black paper leaves, industry, pineapple, fish and the sea, loyal service, shield, bridge and 1976. All these symbols represent their own meaning.

Symbols	Meaning
The Crown	Indicates the power of the King and the Pontian District Council under the auspices of a sovereign state.
The Star Moon	Indicates Islam as the official religion.
The 2 Tiger	Symbolizes the Pontian District Council administration's determination and courage in enforcing the law.
The Pineapple & Fish	symbolizes the main crops and also the main economic resources of Pontian district.
10 Blue, White Stripes along with Pineapple and Generator icons	The power symbol and pineapple logo showing image number 10 with a blue and white stripe symbolizes 10 mukims in Pontian district, namely Pontian, Rimba Terjun, Serkat, Air Masin, Sungai Karang, Jeram Batu/ Pengkalan Raja, Benut, Sungai Pinggan, Ayer Baloi and Api-api.
The Generator	Symbolizes a new economic contributor emblem that also represents the modernising transition of development that provides money for the community in Pontian district.
The Piai Leaves	Shows Pontian district, which is located near the point of the Asian continent and is a tourist destination.

Table 2.4 (a) : Meaning of MPPn's Logo

The Pontian Municipal Council administers an area of 19,701 hectares and areas of 40 left/right main road chains in the Pontian district. However, sanitary services and other basic facilities are only available on about 1,280 hectares. Other areas are only under the council's control in terms of development and the issuance

of business licenses. According to the Holding Conditions, all taxed holdings are subject to different Property Tax rates. Based on the provisions of the Local Government Act, the Council also provides cleaning services and other basic facilities to the residents of this area. With this, every building built on lands subject to the area of 40 left and right chains of gazette paved roads is required to have a building plan.



Picture 2.4 (b): "I LOVE PONTIAN" Statue

Through Government Gazette J.P.U 1261 in the same gazette that clarified the boundaries of the Municipal Council area with a total area of 2687 acres including its branches, the Town Council and Local Councils were included under one administration, namely the Pontian Blood Council, effective February 1, 1979. Pontian Municipal Council administers the entire territory with the authorities granted in Act 171 (Local Government Act 1976), without changing the original limits of the Town Council and Local Council.

The Town Council and Local Councils were combined under one administration, namely the Pontian Blood Council, on February 1, 1979, through Government Gazette J.P.U 1261 in the same gazette that clarified the boundaries of the Municipal Council area with a total area of 2687 acres including its branches. Pontian Municipal Council manages the whole region using the powers provided by Act 171 (Local Government Act 1976), without altering the original boundaries of the Town Council and Local Council.

2.5 Mission, Vision, Objectives, and Goals

The mission of the Pontian Municipal Council is: -

- Planning, managing, regulating, and delivering services efficiently and effectively to improve the quality of life of the community.

Next, the vision of the Council is: -

- Making Pontian a developed, dynamic, and progressive city by 2025.

These mission and vision of Pontian Municipal Council are relevant to government incentives to improve the quality of planning and management at local government.

There are also objectives of the Council, including: -

- To establish quality and efficient management and administration for the locals.
- To ensure controlled planning and development.
- A sustainable environmental development which is capable of maintaining a good environmental hygiene quality.
- To provide and manage infrastructure for the improvement of resident's socio economy.
- To provide and maintain public amenities.
- To encourage residents towards excellence in aspects of physical, spiritual and mental through the preservation and maintenance of environment and ecology.

2.6 Organization Structure

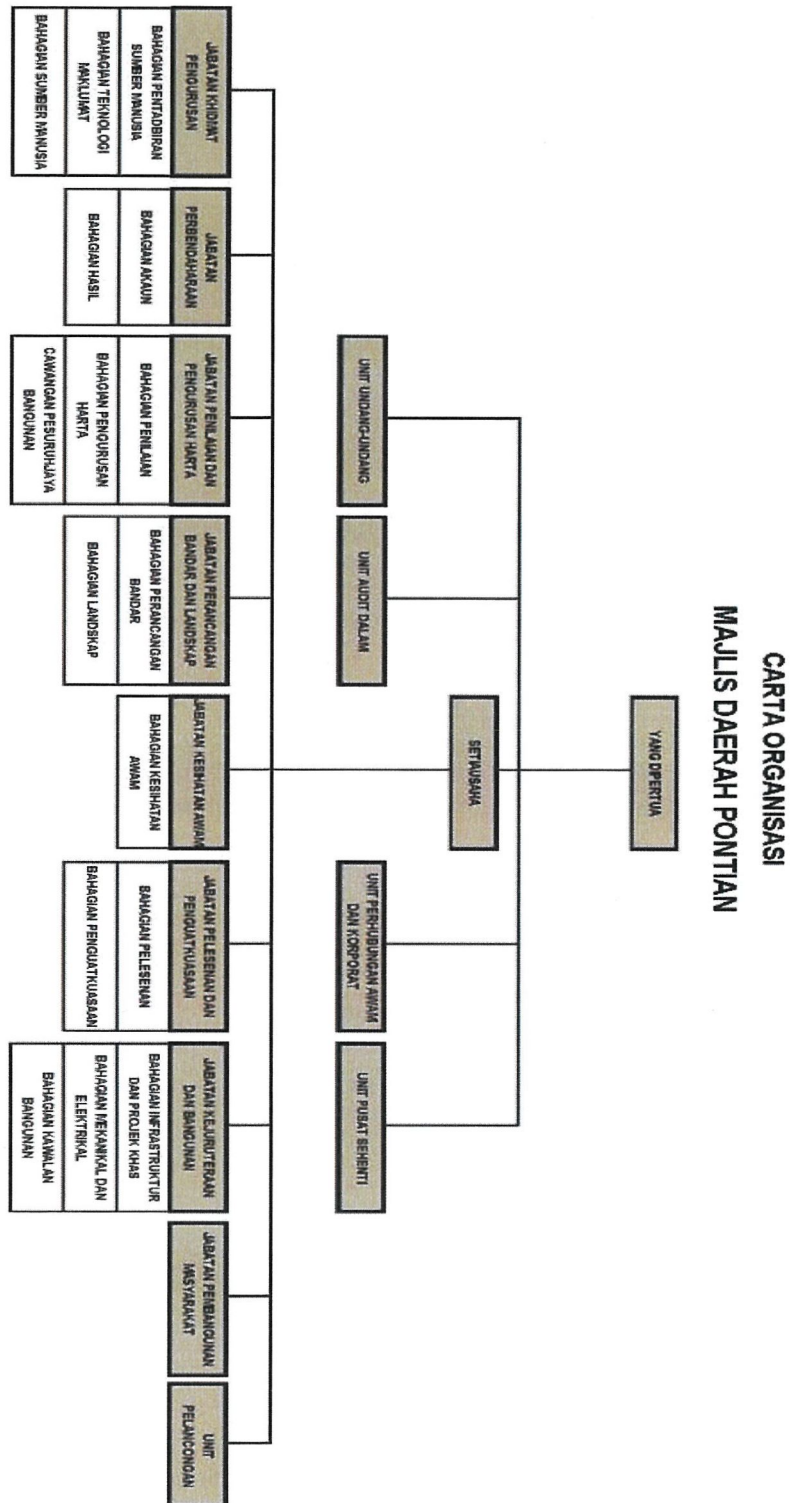


Diagram 2.6 (a): Organization Structure of Pontian Municipal Council

Diagram 1 shows the organization structure of Pontian Municipal Council. At the top of the hierarchy, there is Yang Di-pertua of Pontian Municipal Council and followed by secretary, legal unit, internal audit unit, public and corporate relations unit, and one stop central unit. Under the secretary there are several departments includes management service department, treasury department, appraisal and property management department, urban and landscape department, public health department, licensing and enforcement department, engineering and building department, community development department, and tourism unit.

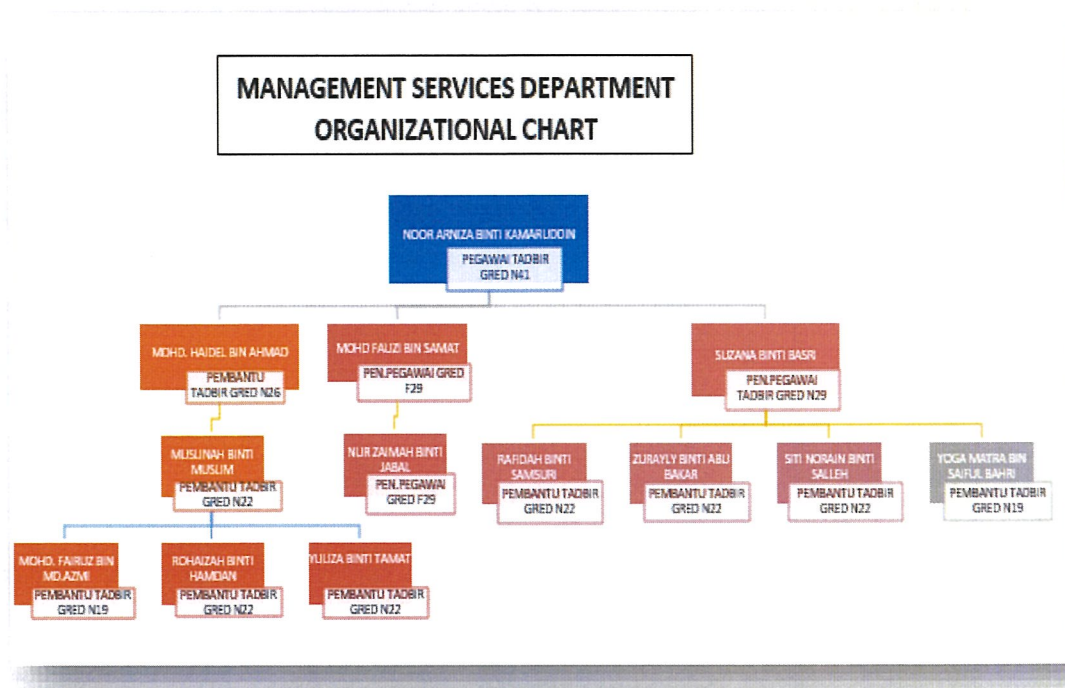


Diagram 2.6 (b): Organizational chart of management services department

Diagram 2 shows the organizational chart of the management services department. At the top management, there is Puan Arniza binti Kamaruddin as administrative officer grade N41. Next, it is followed by the second tier which includes Pn. Suzana binti Basri as assistant administrative officer grade N29, En. Mohd Haidel bin Ahmad as assistant administrative grade N26, and En. Mohd Fauzi bin Samat as assistant administrative officer grade F29 in ICT Unit. Next, the third tier followed by assistants' administrative grade N22.

2.7 Product/Services Offered

There are three function of Pontian Municipal Council including development function, general administrative functions, social, protocol/ceremonies and licensing, and district function.

1. Development Functions

- a. Planning development projects through the District Development Plan.
- b. Plan, coordinate and implement rural community development programs and activities.
- c. Coordinating the planning of development projects involving various agencies at the district level.
- d. Evaluate development projects in terms of their implementation and effectiveness to the socioeconomics of the population.
- e. To provide technical support services in the field of infrastructure development and basic facilities.


2. General Administrative Functions, Social, Protocol/Ceremonies and Licensing


- a. Carry out the management of sub-districts.
- b. Subdistrict of Benut
- c. Mukim Air Masin
- d. Mukim Api-Api
- e. Sungai Pinggan Subdistrict
- f. Mukim Rimba Terjun
- g. Subdistrict of Serkat
- h. Mukim Ayer Baloi
- i. Mukim Sungai Karang
- j. Mukim Jeram Batu / Pengkalan Raja
- k. Carry out licensing functions under the Theater and Public Entertainment Enactment and Public Writing Enactment.
- l. Carry out the function of protocol, celebration/entertainment/social and celebration at the District and State level.
- m. Manage collection administration and revenue accounting.
- n. Manage financial administration and budget.
- o. Managing the administration of the Sultan Ismail Building.
- p. Managing matters related to floods and natural disasters.

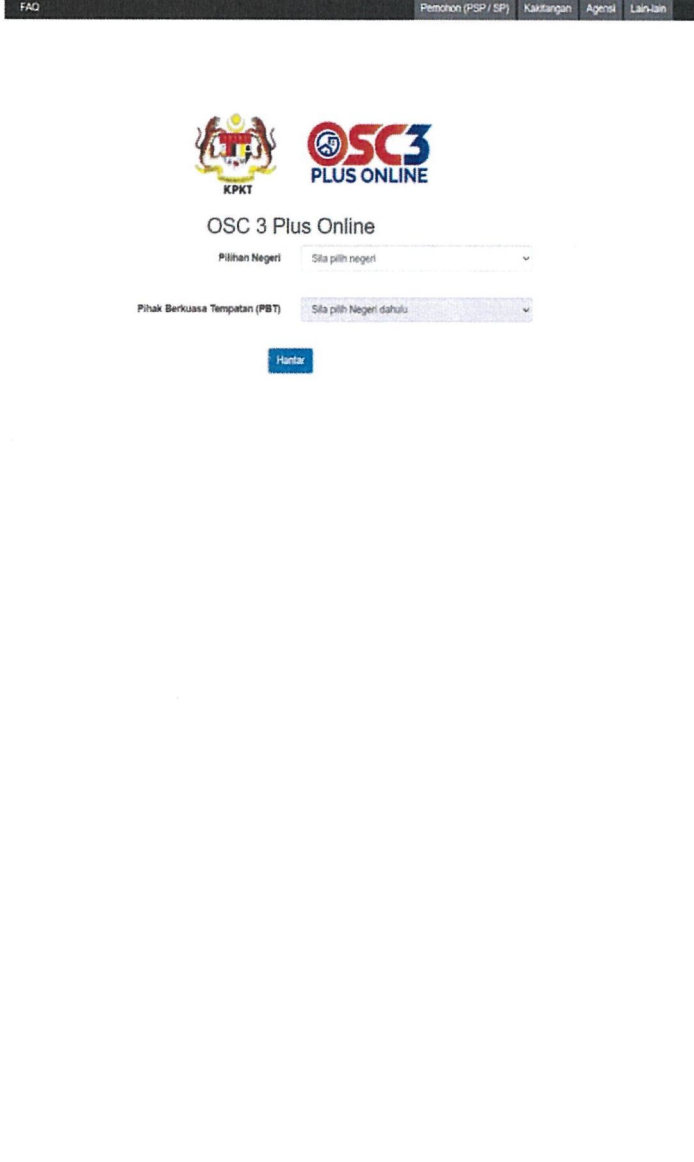

- q. Plan, coordinate and implement campaigns, programs and so on under Government Directives.
3. District Security Functions
- a. Responsible for the security of the district, curbing and eradicating the threats of drugs, subversive elements, extremist groups and organizing security talks.

Other than that, MPPn also offers online services/e-services to locals or customers. These includes e-Khidmat, e-Latihan, OSC-Online, SISPA and OSC 3.0.

<p>1</p> 	<p>e-Khidmat</p> <p>The e-Khidmat is a well-developed application system by the government in checking and settling bills related to municipality. These includes: -</p> <ul style="list-style-type: none"> • Assessment Tax <ul style="list-style-type: none"> • Check all property assessment tax bills by searching using account number and personal id. • Premises Rent <ul style="list-style-type: none"> • Check premises rental arrears and pay online. • Business License <ul style="list-style-type: none"> • Check your license status and renew immediately. • Compound
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		<ul style="list-style-type: none"> • Check the parking compound with the specific local authority.
2		<p>e-Latihan</p> <p>The e-Latihan system was developed for the Section Training, Human Resources Division, Office Secretary of the Johor State Government, it is a system to achieve the target course participants organized by Setiausaha Kerajaan Negeri Johor (SUKJ).</p> <p>The system was developed using open-source applications (php) and 'Mysql' as database. The e-Training system makes it easy training management.</p> <p>The objectives of this e-service include: -</p> <ul style="list-style-type: none"> • Easy to access at any time. • Management record handling matters training becomes more systematic and efficient.

		<ul style="list-style-type: none"> • File movement can be recorded quickly through access to information inside system.
3		<p>OSC-Online</p> <p>The OSC-Online is an electronic system for making and processing applications for PBT control projects. It is also a one-stop centre for information and two-way communication regarding progress control.</p> <p>In OSC-Online's portal there are menu of choices which are e-Penyerahan and e-Pemrosesan. In e-Penyerahan there are several menu choices includes Principal Submitting Person (PSP), Submitting Person (SP), Project Owner, Project Developer and General Public.</p> <p>On the other hand, e-Pemrosesan have OSC Secretariat, Internal Agencies, External Agencies, OSC Committee and System Administrator</p>

		as their menu of choices.
4		<p>OSC 3.0</p> <p>Different from OSC-Online, the OSC 3.0 is an advanced system of OSC-Online where it is an electronic system for submitting applications and processing applications for development control. It is also an electronic platform for obtaining information and communicating bilaterally for information regarding development.</p> <p>In addition, the OSC 3.0 Plus Online system could use the online payment function and users only need to register once to submit a development plan in any PBT in the Peninsula while OSC-Online could not.</p>
5		<p>SISPAA</p> <p>MPPn's SISPAA is the official channel for managing complaints, appreciations, inquiries, and suggestions from the locals regarding Pontian Municipal Council services.</p> <p>There are several menu's</p>

	<p>options provided include: -</p> <ul style="list-style-type: none">• New Complaint/Feed back• Check Complaint/Feed Back• Customer Log In <p>On the other hand, customers or locals also can make a complaint physically at MPPn's Inquiry Counter.</p>
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3.0 TRAINING'S REFLECTION

3.1 Duration

Specific date: 1 March 2023 – 15 August 2023

Working day: Sunday – Thursday

Time: 8 am – 5 pm

3.2 Details

Department: Management Services Department

Roles: Human Resources Assistant

Responsibilities: Employees records management, keeping accurate and up-to-date personnel records, such as personal information, attendance, leave, training and performance assessments, while adhering to privacy and data protection rules.

3.3 Assignments/ Task

- a) Maintaining general office files and organizing and office filing system.
- b) Handling and updating employee records and details.
- c) Handling company's car fuel card of Pontian Municipal Council (MPPn).
- d) Organizing and coordinating company files at the office including naming the files according to their category.
- e) Assisting in performance appraisal process.
- f) Assisting performance tracking of employees which are handling the post-training evaluation process using DMIS INTAN.
- g) Assists in creating certificates for a training program using DMIS INTAN system.
- h) Handling administration inquiry front office desk.
- i) Helping in answering customers' or client's inquiries at the administration front office desk.
- j) Stamps "RECEIVED" cop to the letters received from clients or customers for further checking, signed and approved by Personal Assistant, Secretary and *Yang-di Pertua* of MPPn.
- k) Stamps date cop to every letter received from the clients and pass it to Personal Assistant for further action.
- l) Stamps "CHECKED" and executive sign cop to every reviewed documents.
- m) Checking and updating employee's government services records in MPPn's network from 2015 until 2023.

- n) Updating employee's government services records in employees book record.
- o) Assists in decorating MPPn's booth during MPPn's Eid al-Fitr celebration.
- p) Documenting reports and files relates to the Human Resources includes HR presentation report, sick leave certificate and personal documents.

3.4 Gains

Intrinsic Benefits

- i) Exposure to organizational culture

Being part of the HR unit in Pontian Municipal Council (MPPn) gives me insight into the organization's culture, values, and work environment. In MPPn, the pace of work progress is medium which is very easy for me to fit in. As a HR Trainee at HR Unit, medium pace of work progress is a good start for me in practicing and studying the HR work and task at MPPn. As a result, I can easily understand and adapt to the organization's culture and value within the first two weeks of my internship. By understanding the organization, culture, values, and work environment, it can help me in terms of time management. As result, some issues regarding poor work ethics will not happen such as procrastinating of work and delayed of work submission. In addition, it will boost my productivity in doing the given work and task. Apart from that, it is essential for me to seek a good fit for my future career goals.

- ii) Improve hands-on experience

Being part of the HR Unit in the management services department has taught me a lot on hands-on experience. As MPPn is a government- based organization, there are lot of new things I have learned. When it comes to the government sector which is under the Employment Act 1955, I have a greater view on what do and don'ts in the employment act because I have learned it during my studies. As a result, it will help me and the HR Unit to have a clearer understanding of any situation or issues that arise regarding Human Resources. As example, the pay rates of overtime, the reduction of working hours and others. In short, I have got the opportunity to apply theoretical knowledge to real-world scenarios. As a result, the experience can be intellectually challenging and beneficial in terms of my problem-solving abilities.

iii) Building good professional connections

Building a great professional network is one of the intrinsic benefits that I gained in my internship. During my internship at MPPn, it is my duties to interact with the workers including Executive Officer, Officers, clerks, drivers, and others. It is because my task is handling and managing employees' records. Record management needs me to get contact with almost every worker of MPPn in recording their data. It is because the data needs to be detailed and accurate with the one in MPPn's network. Mismatch of the data will lead to a major problem in the employee's development and evaluation record. In addition, building these networks can also be beneficial for my future career opportunities and obtaining references.

iv) Exposure to diversity and inclusion

Being part of the HR Unit has taught me to be flexible in engaging with diversity and inclusion efforts. As an HR trainee, it will be giving me the opportunity to learn about the significance of fostering a diverse and equitable workplace. MPPn employs a diverse team of people in the organization reflective of the society in which it operates. In MPPn, there are no issues related to diversity such as gender gap. It is because all the employees been treated equally. In addition, all of them are understanding and respect with each other. Everyone has the right to voice out and give their ideas and opinions. As a result, it creates an inclusive work environment where every worker feels accepted in the organization. As for me myself, I got a lot more exposure on diversity and inclusion as they are important in building a great working environment.

Extrinsic Benefit

- i) The allowance is RM15 per day.
- ii) The accommodation provided includes prayer room, pantry, parking and toilet.

4.0 SWOT ANALYSIS

SWOT ANALYSIS

PONTIAN MUNICIPAL
COUNCIL

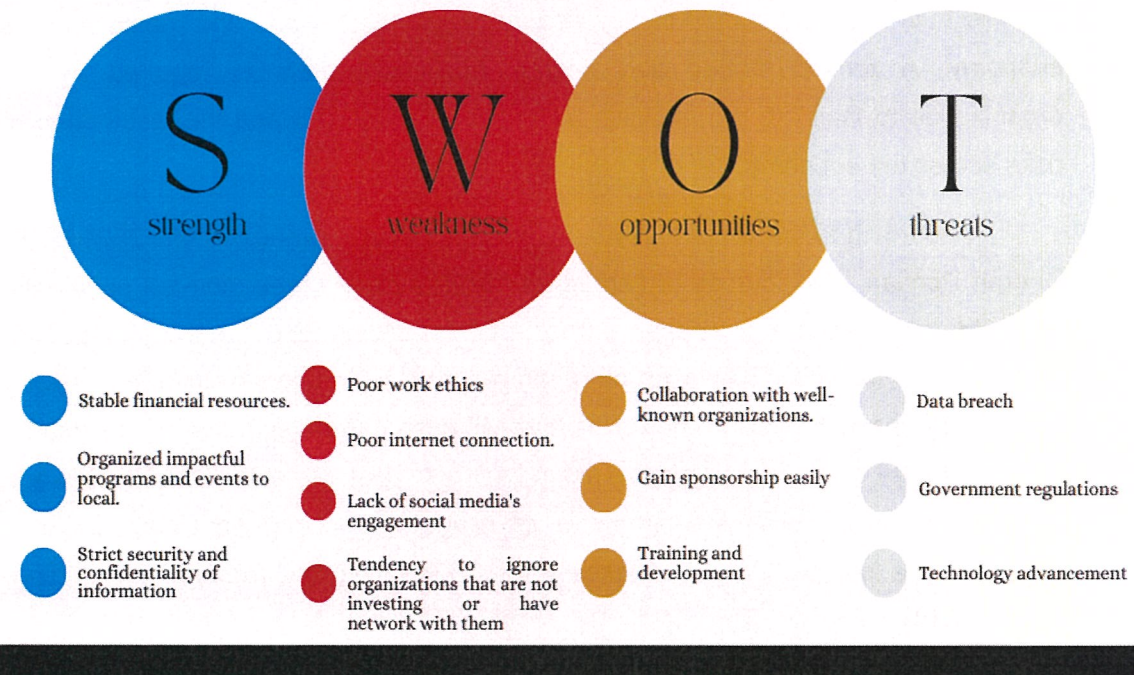


Figure 4.0: SWOT Analysis of Pontian Municipal Council

5.0 DISCUSSION AND RECOMMENDATIONS

5.1 Strengths

a) Stable Financial Resources

The first strength of Pontian Municipal Council (MPPn) is stable financial resources. According to Bank Negara Malaysia (2021), financial stability is described as a situation in which the financial intermediation process functions smoothly and there is trust in the operation of significant financial institutions and markets in the economy. A robust, stable, and healthy financial system is required for an organization to facilitate the effective allocation of resources and the distribution of risks across the economy.

According to the 'Buku Mesyuarat Jawatankuasa Kewangan - Mei 2021 Majlis Daerah Pontian,' the sources of finance at MPPn include taxes, non-tax payments, payments for starting a company, rent for a land, building, and fine and compound. All of these resources is critical for an organization to settle debts or prepare a saving if they face financial crisis in the future. Excess cash can reduce investment returns and encourage controlling owners to act in their own best interests. The link between surplus cash and profit management is an intriguing and important component in determining a company's performance (Hill, Paula, Korczak, Adriana, and Wang, Shuo, 2018).

My recommendation for MPPn to build on this strength is to invest money in updating equipment and infrastructure in each department. Computers, computer software, the internet, and an intranet system are among the amenities. Having enough cash on hand helps firms to satisfy a variety of production and operational needs while minimizing their financing risk. (M. Thenmozhi, P. Saravanan, and A. Sasidharan, 2019). According to Sean Ross (2021), innovation, such as the discovery of new natural resource reserves or technological improvements, is impossible without financial input. Capital investment occurs when a company purchases tangible assets such as buildings, machinery, equipment, cars, and tools. These tangible assets are then employed to manufacture things or provide services. Capital investment allows a corporation to advance its commercial goals.

b) Organized Impactful Programs For Locals

The second strength is Pontian Municipal Council (MPPn) acts as a governmental body functioning as one in and for the best interest of citizens of the community. They plan, coordinate, and implement rural community development programs and activities. Regional governments are obliged to provide welfare for their people, either through the original regional budget, the central transfer budget, or the CSR budget of companies in their area (Matala, A., 2022). There are lot of programs held by Pontian Municipal Council (MPPn) includes social responsibilities programs, health screening programs, seminars, and training programs.

Social responsibilities program organized by MPPn includes plogging program under JOHOR BERSIH 2.0 initiative. It is a collaborative program among MPPn together with 7 government departments in the Pontian including Ranhill SAJ Pontian, Alsagoff Street Fire and Rescue Station, Pontian District Islamic Education Department, SWM/ SWCorp, Kadi Pontian Department, New Pontian Fire Station Jalan Sekolah Arab and Pontian Agricultural Department.



Diagram 5.1: Plogging program under JOHOR BERSIH 2.0

Besides that, Pontian Municipal Council also organized a program called “GERAK RAHMAH JOM BERSIH DAN INDAH 2023” with collaboration with SMK Ayer Baloi. The program focuses on tree cleaning and pruning at Pekan Ayer Baloi. The program was further brightened by the presence of YB Puan Hajah Hasrunizah

binti Haji Hassan Pulai Sebatang Assemblyman officiating the closing ceremony of Pontian Di Hatiku Zone Ayer Baloi A: Mercy Action Program and Clean Johor Year 2023. It is critical to clearly state the goals, criteria, delivery channels, and techniques that will be used while creating training and development programs. The training program's aim is developed by a review of the training demands, which includes what needs to be done and completed (Enock Katere, 2022)



Diagram 5.1: GERAK RAHMAH JOM BERSIH DAN INDAH 2023

c) Strict Security and Confidentiality Of Information

The third strength is Pontian Municipal Council (MPPn) maintains strict security and confidentiality of information in their process of work. It is essential for MPPn to maintain the strictness of the security and confidentiality of documents to ensure that all the data includes the personal information of customers, employees' information, and proprietary information. In any business, the knowledge of the day-to-day actions of a firm is what keeps it functioning. More significantly, it is generally what distinguishes us from competitors. As a result, it is critical that this knowledge and information remain within the company. It may appear to be simple and standard business etiquette, but it is to ensure that the company is protected from any potential breaches of confidence (Reggie Anne Gardoce,2019)



Diagram 1: Finance Department's Office



Diagram 5.1 Picture of Puan Azwa Asnina binti A.Aziz

According to Puan Azwa Asnina binti A.Aziz, MPPn's finance staff, all the internal progress done by MPPn is confidential and secret because it is related to organization internal data and customer data. In the Finance department, all the finance staff must make sure that their tables must be neat and clean before and after working hours. It is to ensure that there are no files or documents on their table as it may interrupt their work focus. All documents and files also must be returned to their places after they have been used. In addition, they are person-in-charge (PIC) for each file and documents which the staff need to inform the PIC first before using the files or documents. Other than that, all staff exclude finance staff are unallowed to enter the department arbitrarily because they applied closed and secured policy. It is to ensure that all the data will remain confidential among their staff only.

For my recommendation, all the departments in Pontian Municipal Council (MPPn) need to apply closed and secured policy while managing the organization and customers data. According to John Giles (2019), policies should address specific concerns specified by its aim and the group they wish to address (commonly referred to as the "audience"). This leads in greater attention and requires readers to read only what is relevant to them. Issue-specific policies are more reliable than bundled policies. A bundled policy has an excessive amount of information, which frequently

includes processes, standards, procedures, and other useless information. This usually results in policy texts that are extensive and difficult to rely on. It will be easier to rely on if you have a short and concise policy statement supported by a separate process document. Apart from preventing data leaks, it also can help the organization improve their staff's credibility and honesty in completing work and tasks. In addition, it helps the organization to improve customers or locals' trust towards them. As a result, it will improve customers' satisfaction while using MPPn's services.

5.2 Weaknesses

a) Poor Work Ethics

1. Staff Lateness

Lateness among staff is one of the main problems in work ethics at Pontian Municipal Council (MPPn). According to Marissa Sanflippo (2023), It's uncommon for employees to be late for work, and depending on their function in your organization, this isn't usually a big concern. Chronic tardiness, on the other hand, sets a poor example and has a negative influence on productivity. While you may be willing to overlook the odd late appearance, persistent tardiness or absenteeism is a different story. Some staff usually intended to come to work late by clock in after 8.00 am. Almost every day there are staff that come to work late, and it is a habit among some staff at MPPn. According to a senior staff at MPPn, some reasons of the lateness are stuck in heavy traffic, had to drop their child off at school, bad weather and had car problems. In addition, poor superior management is also the cause of employees coming late to work. There are no serious or strict warnings for the employees who come late to work.

2. Leave During Working Hours.

Leave during work hours is one of the problems in work ethics at Pontian Municipal Council (MPPn). Some staff will simply leave and be absent without any formal permission during working hours. Some reasons for their absences are going for breakfast and having family matters. When an employee's lateness or absenteeism becomes a problem, companies should make fixing the issue a top priority. However, before instituting remedial action or enforcing sanctions, it is critical to evaluate business policies (Marissa Sanflippo, 2023). Loose in Pontian Municipal Council's policy is one of the main reasons for these poor ethics. As result, some workers will take the policy for granted and use it for their own purposes. This will result in endless issues related to lateness and absenteeism.

3. Procrastination of Work

Procrastination of work is one of the issues in poor work ethic among staff of Pontian Municipal Council (MPPn). According to Itamar Shatz (2023), Workplace procrastination is a phenomenon in which people put off dealing with work-related duties excessively. This habit is common and can cause major problems for both the people who postpone and their companies. Workplace procrastination is also linked to non-work-related presenteeism, which happens when employees participate in non-work-related activities while at work. As example in MPPn, there are some staff

who simply do other jobs or things rather than focusing on their job. There are also reports from locals and customers that said that there are some staff wasting most of their time on other things rather than completing their job.

4. Bad Management of Program

Bad program management is one of the critical issues of poor work ethics in Pontian Municipal Council (MPPn). At MPPn's Facebook account, there are some locals commented that MPPn's management are bad in handling some of their events and programs. Most of MPPn's events and programs involved the locals and VIP. Bad management of programs will lead to bad organization's image especially programs involving the locals and VIP's. Other than that, bad management of programs and events will also lead to overrun of project budget. Ineffective project management can frequently burn a hole in the organization's pockets. It is primarily the result of an inept Project Manager. If estimations are not produced accurately during resource and cost planning, the project may prove to be costly towards the end. It is possible that the companies will go bankrupt to afford the higher costs (Yad Senapathy, 2021).

As for the recommendation for overcoming these shortcomings is to have periodic motivational seminars for all MPPn employees. Meanwhile, MPPn can run a survey to determine the main reason for this poor employee morale. According to Leticia Miranda (2023), motivational talks may be tremendously strong and effective with individuals. That is almost certainly a given. However, the art of public speaking communication as a tool for enterprises to settle emotional and organizational conflict is typically underutilized but incredibly beneficial. Furthermore, MPPn may consider rewarding staff in the form of a bonus, cash, or compensation. A compensation system that includes both financial and non-financial incentives has become critical to an organization's performance management. Employee motivation can be a crucial component in organizational success. When people are driven to work at higher levels of productivity, the organization runs more efficiently and effectively (Sabiroh Md Sabri, 2021)

b) Serve Only the Primary Interest Of Their Constituency

Some of the functions of the municipal council do not work well to develop evenly all covered areas and only focus on some hot spot places. As a municipal council of Pontian, MPPn should act as a government body to create efficient and quality administration and management for local users. Ensure controlled planning and development. Provide and manage infrastructure to improve the socioeconomics of the population. Provide and maintain public facilities. As for that, it is essential for them to serve and cover all areas of places that they handle, including popular and unpopular areas. According to an urban and regional planning administrative officer, there are several complaints regarding the unequal development of areas in Pontian, Johor. He also said, it is hard for MPPn to develop all areas at once but still they are working hard on it. As an example, the level of development at some places which are unpopular includes Ayer Baloi, and Permas is poor. As a result, locals who lived in these 2 areas will be affected, including increase in disparities between poor and rich places. In addition, poor development will lead to low levels of facilities, infrastructures, and amenities at the affected places. When these infrastructures fail to function properly, the manufacturing chain is affected. This disturbance impedes progress, resulting in an economic deficit and, as a result, low living standards (Development Bank of Southern Africa, 2023).

As for the recommendation, Pontian Municipal Council (MPPn) should review and revise all their areas of management and develop them equally at all levels. To perform an equal development at all areas of management, they can make a detailed plan of development covering all areas of MPPn including popular and unpopular areas. Other than that, a well-managed budget and resources should be done to allocate to the development of the areas. Finance systems that include planning and forecasting modules enable businesses to better plan and budget for their operations. This improves resource allocation and encourages greater financial control in your firm (SunAccounts, 2021). In addition, improving operational efficiency can help in developing equal development at all areas and levels. According to Carolyn Lyden (2022), improving operational efficiency is everyone's responsibility, not just workers and leaders. All levels should be active in lowering expenses and increasing earnings.

c) Lack of Social Media's Engagement

Lack of social media's engagement is one of the weaknesses of Pontian Municipal Council (MPPn). According to an article by MyBusiness (2023), The number of interactions customers have with the material you put on social media is measured as social media engagement. Every 'like, 'share,' 'comment, 'retweet,' or '@mention' is a kind of interaction that demonstrates customers' interest in what you have to say. While there are numerous methods for measuring social media interaction, most firms use an engagement rate. This is accomplished by dividing the overall amount of engagement (number of likes or shares) by the number of followers on your page. Social media is one of the important platforms for

Pontian Municipal Council (MPPn) to share and expose themselves to the public. MPPn has only two social media accounts which are Facebook and Twitter. Facebook is the main account used by MPPn to share everything that relates to the municipality information, program and event that been held and to be held, quotation offer, tender opening, and job opportunities. As seen, MPPn's Facebook account is only a platform to share information and does not function as a media to connect between customers and organizations. It clearly shows that MPPn are poor in social media's engagement. They do not have a clear audience interaction and engagement, and this leads to weak audiences' relationship with MPPn's brand or services. Apart from that, as a governmental body functioning as one in and for the best interest of citizens of the community, there must be lot of questions that locals and customers want to ask MPPn relates to the municipality works and services provided.

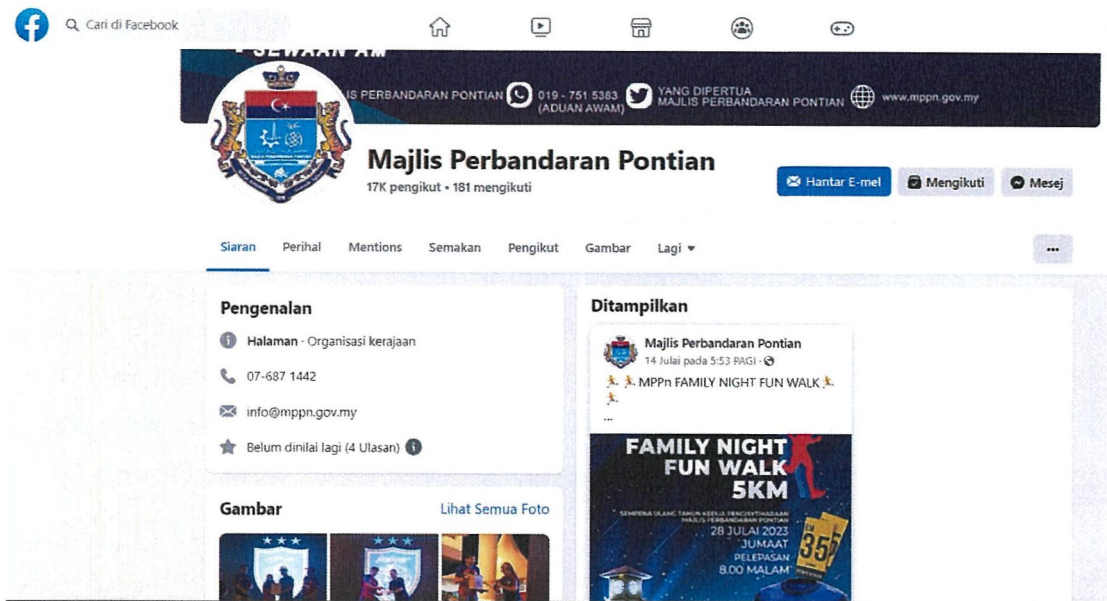


Diagram 5.2 (c) (i): Pontian Municipal Council's Facebook page

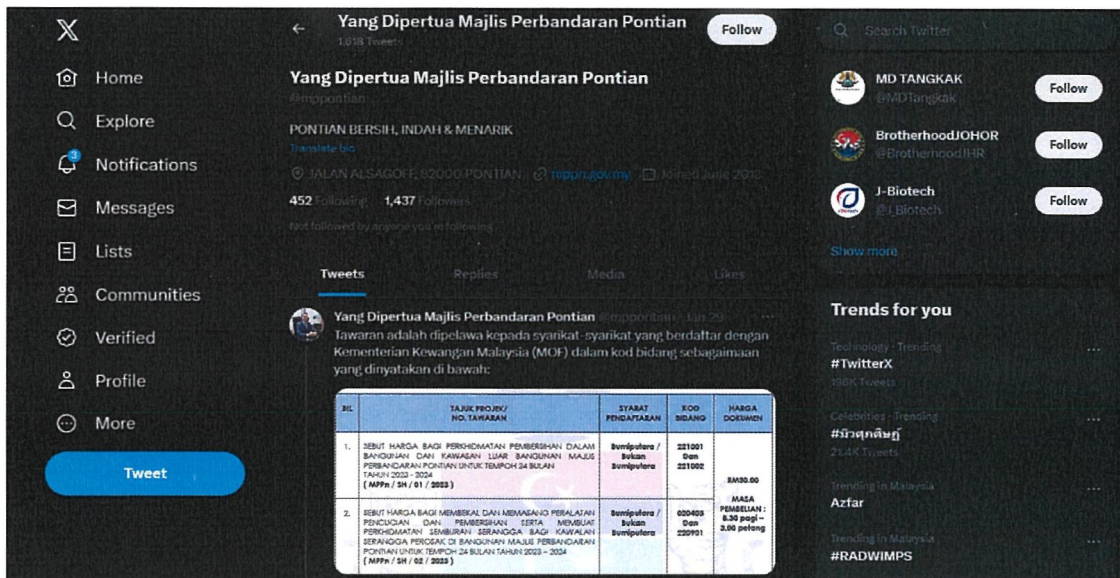


Diagram 5.2 (c) (ii): Pontian Municipal Council's Twitter account

As for the recommendation, Pontian Municipal Council (MPPn) should enhance their social media's engagement by using the business tools that have been provided by Facebook itself for business and organization which is Facebook Live. According to Facebook Meta (2023), Facebook Live allows you to stream live video and audio from a mobile device, computer, or streaming software. Going live on Facebook allows you to share conversations, performances, Q&As, and more while your audience interacts with you in Live chat. MPPn may use Facebook Live features as their main platform in interacting with

the audiences and clients. In addition, Questions and Answers (QnA) sessions also can be done in Facebook Live. The admin of Facebook should play their role in handling Facebook Live where he or she needs to be a moderator during the session. A good skill in communication is needed as it will improve the interaction and communication between the admin of MPPn's Facebook page and customers. As for that, a proper training program can be done focusing to the specific staff of MPPn. As result, their communication skill will be improved, and they may use it while handling with the customers at MPPn and also in Facebook Live.

d) Poor Internet Connection

Poor internet connection is of the main issues in Pontian Municipal Council (MPPn) operation. According to an article by Quicktech (2019), the internet has become essential to running a business. It enables businesses to use strong communication tools, run eCommerce websites, and conduct information searches. As a result, being isolated from the internet for even a minute might have catastrophic consequences. With over 366 million new users in the last year, internet user growth has surged. People go online first to obtain answers to their questions and to learn about businesses and organizations that interest them or can meet their needs. Poor internet connection at MPPn affects the employee's productivity.

Here, at MPPn most of the tasks need a good internet connection to connect with MPPn's network. In a week, there must be few days where the internet disconnected and whenever this happens, they need to call the IT unit to solve it and sometimes it takes more than 1 day to recover the internet. Apart from that, it also lowers MPPn's workforce morale and motivation. According to the article, a company's success is dependent on the good performance of its personnel. Employees are unable to complete their work and communicate with clients due to unreliable and delayed connections. These concerns eventually have an impact on employee morale, resulting in decreased production and efficiency. During the disconnection of the internet, a lot of business operations and management were unable to be completed. This may also lead to increases in stress among the employees that are affected.

As for the recommendation, the internet connection system device at MPPn should be upgraded. They have the option of replacing the present internet system gadget with a more modern device. Furthermore, regular periodic network maintenance must be performed to reduce the impact of the vulnerability on the organization. In addition, the upgrading progress needs to be made outside working hours to prevent any inconvenience occurring during the working hours. According to the article by Quicktech, implement web filtering and intrusion prevention solutions to avoid threats that could degrade network performance. To achieve the best internet coverage, place routers, switches, and wireless access points in strategic areas. Wide internet coverage is essential at MPPn in smoothing the progress of task and work and improving employee's productivity and performance.

5.3 Opportunities

a) Collaboration With Well-Known Organization

One of the Pontian Municipal Council opportunities is collaboration with well-known organizations. As a governmental body functioning as one in and for the best interests of the citizens of the community. Lot of companies and organization especially in Pontian will tend to collaborate with MPPn throughout their programs and seminars. According to an article by YEC Council Post, building professional connections and making relevant contacts to help you reach your long-term goals is what networking is all about. It is much easier to create leads and referrals for your business when you have a strong network of contacts.

According to a staff of public relations in Pontian Municipal Council (MPPn), MPPn has relation with Jabatan Kerja Raya (JKR), SWM Environment Sdn. Bhd. and Pejabat Tanah Pontian. JKR Pontian covers the non-taxable area while MPPn covers the taxable area when it comes to repair infrastructure damage or tree cutting. SWM Pontian with the cooperation with Public Health department at MPPn are responsible in handling waste management around Pontian. Meanwhile, Pejabat Tanah Pontian are responsible to provide information about the land ownership right around Pontian. This relationship will impact the business as MPPn does not have the facilities, equipment, information, or expertise in some areas. For example, whenever the MPPn needs information about land ownership, they will send a memo or letter to Pejabat Tanah Pontian, and they will reply with the information.

In addition, MPPn also have a good connection with a Japanese multinational manufacturing company for cycling components, fishing tackle and rowing equipment, Shimano. During the last month of Ramadhan, Shimano gave away 200 boxes of dates to MPPn's workforce as a gift. They also gave 10 jars of 'kuih raya' to Yang di-Pertua and secretary of MPPn. This clearly shows that there is a good relationship between Shimano and MPPn. It also indicates that both build a good contact for partnerships and joint ventures. According to the article in the YEC Council Post, another advantage of having a strong business network is that it makes introductions to new contacts easier. These contacts may not be direct leads for you, but they may be seeking new chances for joint ventures, collaborations, or simply referrals.

My recommendation for MPPn in improving their networking is by attending industry programs and networking functions. Attending industry events and networking occasions can be a great way to meet other professionals. This can include trade exhibits, conferences, seminars, and so forth. Such events allow you to get your name and face out there while also letting people know that you work in the same field. (YEC Council Post, 2022)

b) Gain Sponsorship Easily

One of the opportunities of Pontian Municipal Council (MPPn) is gaining sponsorship easily. As a government sector who plan, coordinate, and implement rural community development programs and activities, there are lot of companies and organizations interested in sponsoring MPPn in their programs and events. The popularity of being a municipal council has attracted the interest of other organizations and businesses in sponsoring MPPn. According to Kristopher Jones (2021), The branding of a company is more significant than you would imagine. On the surface, your brand may appear to be made up of merely logos and colors, but your brand is your company's full identity. Your brand expresses your individuality. Branding has always been a crucial aspect of businesses, and it may be more critical now than ever. Every day, customers are exposed to new companies thanks to social media. This is excellent for customers who have a lot of options and can perform research to choose the best one, but it makes it difficult for businesses.

According to MPPn's public relation staff, almost all the programs held by MPPn are collaboration events which include collaboration with NGO's and non-NGO's. As an example, MPPn organized social responsibility program includes a plogging program as part of the JOHOR BERSIH 2.0 strategy. It is a collaborative program between MPPn and seven government departments in Pontian, including Ranhill SAJ Pontian, Alsagoff Street Fire and Rescue Station, Pontian District Islamic Education Department, SWM/ SWCorp, Kadi Pontian Department, Jalan Sekolah Arab, and Pontian Agricultural Department. The collaboration includes sponsoring of manpower to clean the designated area in Pontian. In addition, this plogging program is a long-term program which is held every Sunday.

c) Training And Development

Training and development are one of the opportunities for Pontian Municipal Council (MPPn). In developing a quality workforce with great productivity and attitude, they need a proper and suitable training program or seminars. According to Shelly Frost (2019), training provides an excellent opportunity to broaden the knowledge base of all employees. Furthermore, training and development benefits both the organization as a whole and individual personnel, making the expense and time invested beneficial.

Under the government of Malaysia, all public servants can access various of courses and exercises according to their needs and wants. There are several portals offered including Institut Tadbiran Awam Negara (INTAN), Institut Latihan Kehakiman dan Perundangan (ILKAP), Institut Latihan Islam Malaysia (ILIM), Institut Tanah dan Ukur Negara (INSTUN), Institut Keselamatan dan Pekerjaan Negara (IKKPN/NIOSH), and Cross Fertilization Program (PCF). The Institut Tadbiran Awam Negara (INTAN) is a training center located under the Public Service Department, Malaysia. Among the courses offered are Leadership, Economics, Business, Public Policy, Research, Case Studies, Self-Development and Practices, Protocols, Languages, and others. INTAN is one of the best platforms for MPPn’s staff to improve their skills by applying to the courses and programs that provided. INTAN has provided a goof facility where civil servants can simply apply for courses online since it is accessible for all. INTAN is also a user-friendly where user can search courses they want easily and can check their application history includes application status, evaluation, print offer letter and certificate.

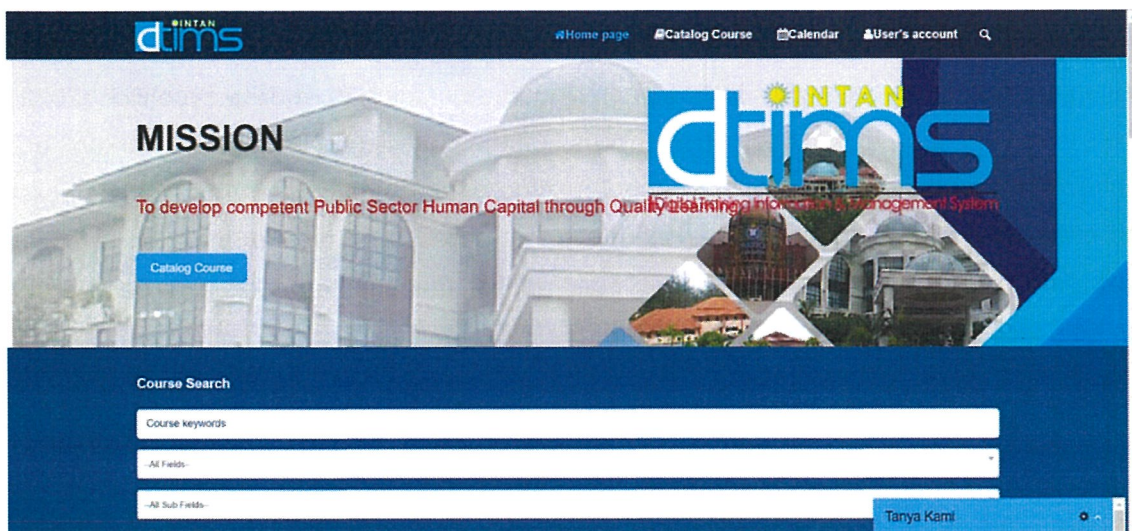


Diagram 5.3 (c): DTIMS INTAN Official Portal

5.4 Threats

a) Data Breach

Data breach is one of the main threats for Pontian Municipal Council (MPPn). According to Cloudflare (2023) defines a data breach as the leaking of private, sensitive, or otherwise confidential data into an insecure situation. A data leak can occur by mistake or because of a planned attack. Furthermore, local government data breaches are becoming far more common as hackers become aware that many public and private sector administrations use antiquated information technology systems.

MPPn provides services including online services such as e-Khidmat, e-Latihan, OSC-Online, SISPAA and OSC 3.0. These online services have a high risk of becoming a target of cybercrime which is data breach. In this era of technological advancement, almost all firewall hackers can break through even a though one. They can easily grant access to customer or staff personal data from third-party websites. Personal data including personal information, bank accounts, IC numbers and others. When confidential material is lost or stolen from a third-party vendor, as well as when MPPn networks are accessed and infiltrated utilizing their systems, third-party leaks occur. However, if such third-party providers do not have adequate cyber security measures in place, MPPn employees may suffer. Before MPPn installs their products, it is critical to investigate how they can defend themselves from security dangers imposed by other parties. The data breach will have a negative impact on the organization's reputation, as well as legal concerns and financial damages.

As for the recommendation, MPPn should build a good data breach prevention strategy which strictly limits the access of privileged. According to Andrew Froehlich (2022), Even when done with the best of intentions, offering privileged access to workers and contractors may quickly spiral out of control, putting data in unnecessary danger. Establish and enforce standards governing elevated levels of access and monitor them on a regular basis. MPPn also can consider using privileged access management tools as a backup that can help facilitate and improve the security of the data.

b. Government Regulations

Government regulation can be seen as a threat to the government sector includes Pontian Municipal Council (MPPn) in several ways, depending on the perspective and context. According to Marc Davis (2022), many business sectors have long grumbled about government regulation. Corporations and their representatives frequently criticize government regulations as unreasonable barriers to profitability, economic efficiency, and job development. Unsurprisingly, numerous companies have exploited loopholes, relocated operations abroad, and violated antitrust laws to avoid regulations. New regulations set by the government may cause a change of policies and procedure of the company or organization, especially in the government sector. There are some potential reason government regulations may be perceived as a threat to MPPn and one of them is bureaucratic constraints. Government regulations frequently require important compliance procedures and paperwork. This can impose additional bureaucratic costs on MPPn, making it difficult for them to efficiently execute and enforce the regulations for which they are accountable. It has the potential to slow down decision-making processes and impede good governance.

In addition, government regulation also affects an organization's budget. Stringent regulations may entail more government spending on enforcement and monitoring. This can put a strain on the government's budget, particularly if the regulations are complicated or need widespread implementation. As a result, MPPn as one of government sector need to revise and cut their budget accordingly to a predetermined amount of budget. This will affect MPPn's year planning include events, programs, training, and development. Locals will also be affected by this regulation since MPPn is the one who provides and manages infrastructure and public facilities to the locals in Pontian, Johor. Apart from that, government regulation also can lead to public dissatisfaction. If the public perceives government regulations to be excessive or unnecessary, it may lead to public dissatisfaction with the MPPn's performance and a bad opinion of its efficacy.

My recommendation for MPPn is they need to accept full responsibility for it. As a governmental body functioning in providing services to locals, they need to always comply with the regulation enforced by the government to avoid being fined or taking legal action that can only result in more cost toward the organization. It is crucial to achieve a balance between necessary rules for societal well-being and avoiding excessive regulations that could inhibit government performance and impede economic growth. Regulations that are properly planned and targeted can help to preserve a fair and orderly society while limiting potential dangers to the government sector.

c) Technology Advancement

Technology advancement potentially can be seen as a threat to Pontian Municipal Council (MPPn). Rapid urbanization may cause high quality of social benefits and services and modernization of technology. According to Global risks (2023), one of the most significant population changes in modern times is the transfer of people from rural areas to towns and cities. Rapid urbanization, on the other hand, creates both challenges and opportunities, particularly in emerging countries. Unreadiness of an organization such as MPPn in adapting with this trend will lead to heavy traffic of people using MPPn's services especially online services. Heavy traffic of online services of MPPn includes e-Khidmat, e-Latihan, SISPA and OSC 3.0 will lead to the website inaccessible or crashed. As a result, the services will be interrupted.

Apart from that, technology advancement also led to concern of data security and privacy. According to Sebastian Taylor (2023), data security is the activity of safeguarding digital information against unauthorized access, corruption, destruction, alteration, theft, or exposure. Data security approaches and technologies include physical hardware security (e.g., storage devices), logical software application security, administrative and access controls, organizational policy standards, and other data security practices. MPPn confronts greater dangers from data breaches and cyber-attacks as they lack technology advancement and data-driven processes. The loss of sensitive material can have serious financial and reputational consequences.

As for the recommendation to mitigate this threat, MPPn should be proactive in their approach to technology. According to Sara Hinkey (2023), greater government use of technology holds a lot of promise for both workers and the public: it can eliminate some of the time-consuming and glitchy processes that frustrate everyone, allow workers to focus on the complexity inherent in providing public services, make government more accessible to more people, and get assistance into the hands of people who need it more quickly. This includes investing in worker upskilling and reskilling initiatives, conducting frequent risk assessments for data security, staying on top of legislative changes, cultivating an innovative culture, and combining technical implementation with ethical considerations. Using technology strategically can transform potential dangers into opportunities for growth and success.

CONCLUSION

In conclusion, my industrial training at Pontian Municipal Council (MPPn) taught me a lot about real-world work experience. It was a very beneficial experience that helped me prepare for a real working life. As I need to communicate with employees, I was able to analyze my strengths and weaknesses and enhance my communication skills. For example, I was able to hone my skills in Microsoft Word, Microsoft Power Point, and Microsoft Excel. I also have better time management skills and can work well under pressure, which will be very useful when I begin my profession after finishing my training. I will embrace the job, quickly integrate into the team, and work at a brisk pace to ensure that I meet the company's goals. This internship also has provided me with hands-on experience in data collection and analysis, interviewing, and communicating with other teams within the organization. This experience gave me a better grasp of the company's processes, difficulties, and possible areas for growth.

The SWOT analysis at MPPn is important because it assists organization in determining where a firm stands in a competitive market and what activities need to be taken for future strategic planning, allowing them to build a future roadmap for the organization. As my industrial training report needs to be submitted to MPPn, it may help in opening their eyes and seeing from other points of view. At the same time, they also can study all the elements of the SWOT especially weaknesses and threats. By that, they can review, revise, and take proper actions to overcome or avoid them. Working on the SWOT analysis also highlighted the value of teamwork and communication among team members and departments. Effective teamwork and knowledge-sharing proved critical for collecting full data and gaining a holistic view of the firm.

Overall, my internship experience has been a priceless learning experience, allowing me to apply academic knowledge to real-life situations, build critical analytical abilities, and gain insight into the inner workings of a business. The SWOT analysis has proven to be a critical tool for understanding the company's market position, and I am convinced that the insights gained will contribute favorably to the company's long-term success. As I finish this report, I am appreciative for the possibilities offered during this internship, and I am excited to apply the lessons acquired and experiences gained to flourish in my academic and professional endeavors. The SWOT analysis has left an indelible mark on my understanding of strategic analysis and decision-making, and I look forward to using these skills in future ventures to make meaningful contributions to the organizations with which I work.

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APPENDICES

INTAN Digital Training Information & Management System (dtims)

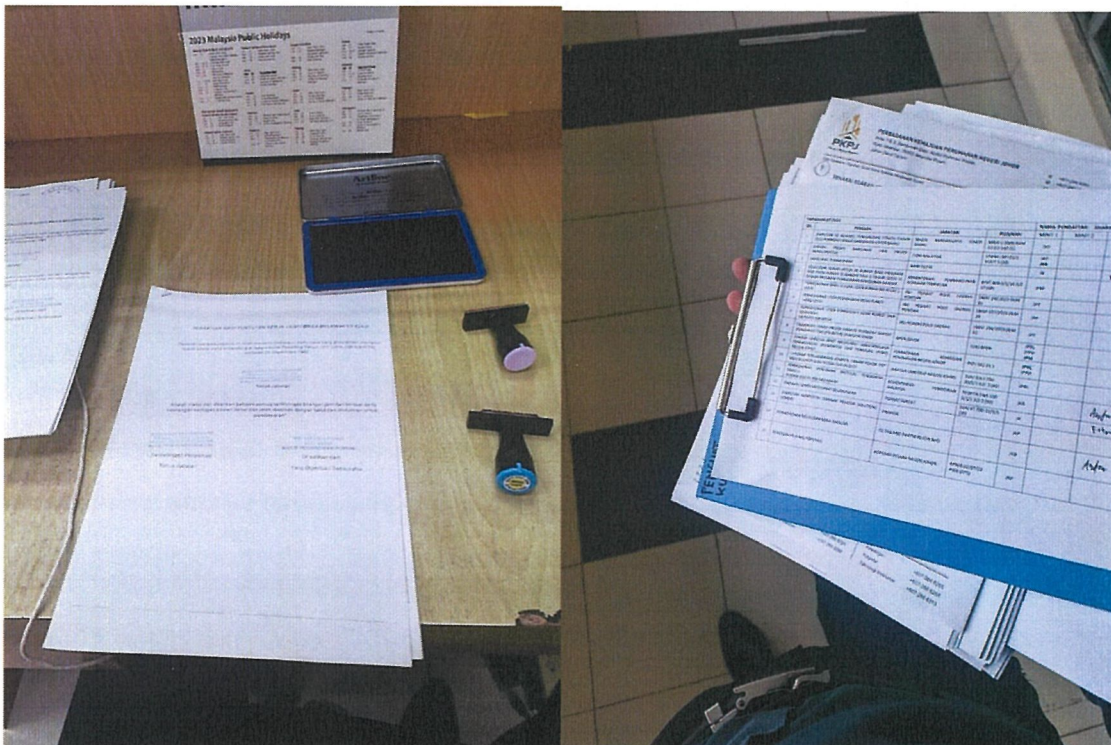
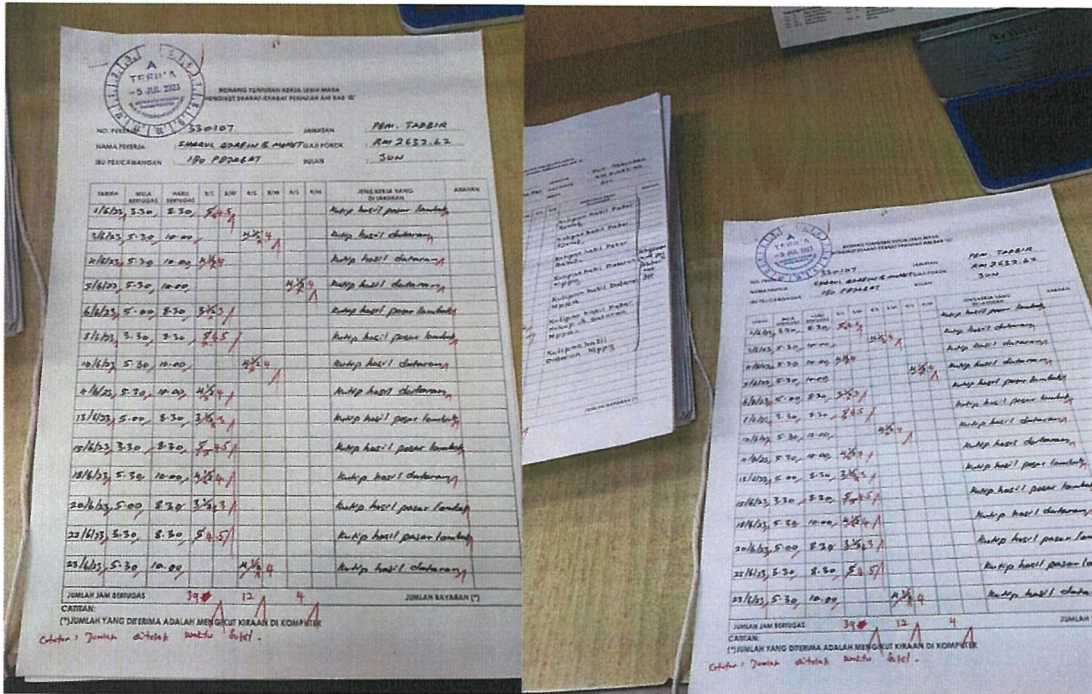
The screenshot displays the dtims website interface. At the top, there is a navigation bar with the dtims logo and links for 'Laman Utama', 'Katalog Kursus', 'Takwim', and 'Akaun Pengguna'. Below the navigation bar is a large banner image featuring a building and a collage of course-related images.

The main content area is titled 'Carian Kursus' (Course Search). It includes a search bar for 'Kata kunci kursus', a dropdown menu for 'Semua Bidang', and another dropdown for 'Semua Sub Bidang'. A 'Tanya Kami' button is located at the bottom right of the search section.

Below the search section, a blue banner indicates '32 rekod kursus untuk PENGURUSAN | Sumber Manusia (Perkhidmatan)'. Below this, there is a grid of course cards. Each card shows a course title, category, and dates. For example, one card is for 'Program Transformasi Minda [Siri 3/2023]' with dates '02.10.2023 - 06.10.2023'.

At the bottom, there is a 'Takwim Kursus' (Course Calendar) for July 2023. The calendar shows a grid of days with course titles and dates. For instance, on Monday, the 2nd, there is a course 'Kursus Pemeliharaan Berkesan (Aces)'. On Tuesday, the 3rd, there is a course 'Bahasa Murni untuk Khidmat Pelanggan'.

Administrative work includes stamping, preparing letters and memos and others.



Updating employee records at MPPn's network

The image shows two Excel spreadsheets. The left spreadsheet, titled 'AG30', has columns labeled A through F. It contains a list of activities with dates ranging from 01.12.2022 to 07.02.2023. The right spreadsheet, titled 'F35 Hotel Fraser Place Puteri Harbour', has columns labeled A through D. It contains a list of activities with dates ranging from 01.12.2022 to 14.06.2023. A 'Page 10' watermark is visible on the left spreadsheet.

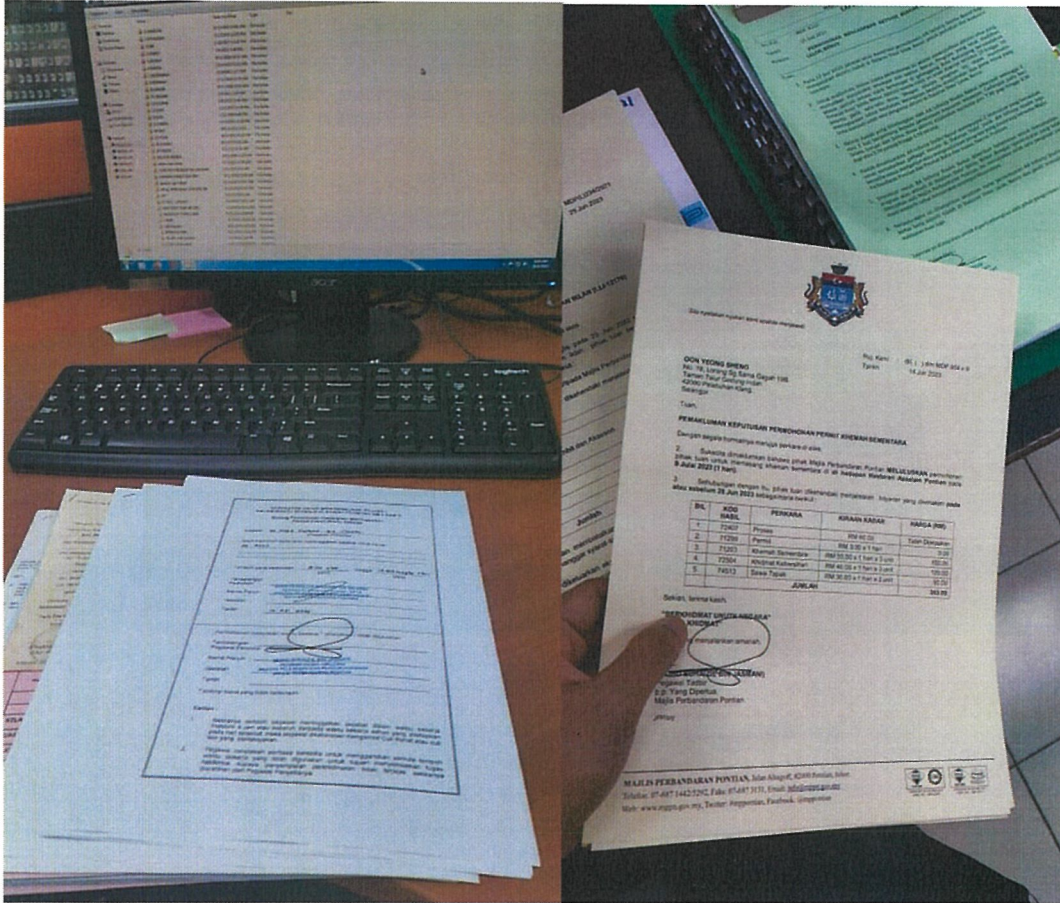
The photograph shows a desk with a computer monitor displaying a spreadsheet. In the foreground, a hand is holding a printed document. The document features a table with columns for 'NO', 'NAMA', 'JAWATAN', 'GAJI BULANAN', 'GALUR BULANAN', and 'GALUR TAHUNAN'. The table is headed by 'MADAM PERNKAWANAN PONTIAN' and 'PONTIAN'. The Malaysian coat of arms is prominently displayed in the center of the document.

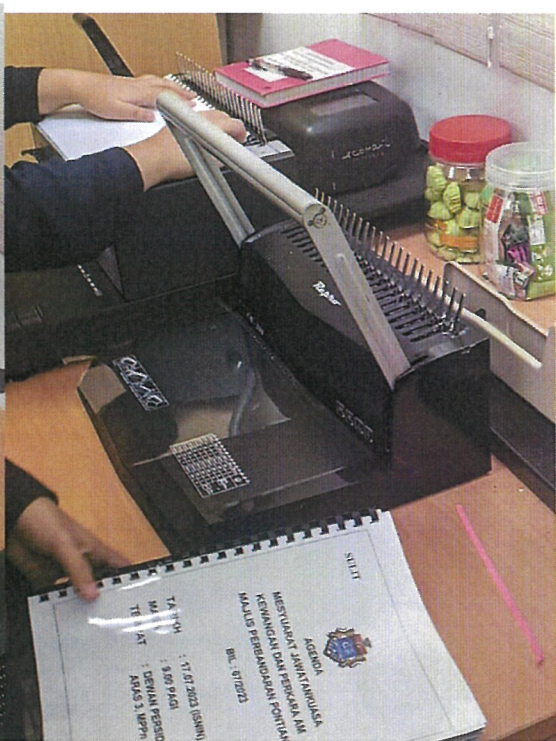
Volunteering in MPPn's programs and activities





Documenting and filing documents





Serving MPPn's VIPs

