



# **INDUSTRIAL TRAINING REPORT AT MAJLIS DAERAH MERSING (MDM)**

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BA232

BACHELOR OF OFFICE SYSTEM  
MANAGEMENT (HONS)

# EXECUTIVE SUMMARY

Majlis Daerah Mersing (MDM) is where I started my internship journey for 6 months. The main purpose of this report is to show my industrial training process throughout these 6 months which will include industrial experience such as engaging with many people, real-life working and knowledge and skills and self-improvement. I was assigned to the Development and Landscape Planning Department or Jabatan Perancang Pembangunan Dan Lanskap (JPPL).

Apart from that, I also included my latest resume. I stated all the necessary information in the resume. In addition, I have summarized the company's profile, logo, mission and vision, background establishment, organization chart as well as its products and services. There are 4 services offered by the organization such as Typhoid Immunization Injection, Smart Van, Rental Services dan Free Wi-Fi. Besides, during 6 months internship, I have done several tasks and responsibilities. I am learning a lot and I enjoy being trusted with new tasks and responsibilities. I also stated the benefits I gained in this report.

Other than that, the foremost important part of this report is the organization's SWOT analysis. SWOT analysis is a strategic planning technique which helps the organization achieve its objectives. I have observed throughout these 6 months to identify the organization's strengths, weaknesses, opportunities and threats then come up with the best recommendations for further improvement.

The strengths of Majlis Daerah Mersing are strong and experienced leadership and committed and great teamwork among the employee. However, every strengths has weaknesses. The weakness of Majlis Daerah Mersing is the organization faces labour shortage and unskilled staff due to some aged employees. In addition, tourist attractions and the online system are opportunity factors for Majlis Daerah Mersing. The threat factors of Majlis Daerah Mersing are employee discipline and the client's and public complaints on social media. Last but not least, I have concluded the whole report in the conclusion and expressed my gratitude throughout the training and also my hope for the future.

# ACKNOWLEDGEMENT

First of all, I would like to express my infinity thanks to Allah S.W.T for His pleasure to let me finish my industrial training journey. The blessings of Allah upon me are countless. There are so many blessings of Allah that I can't even write them down. If I start writing them all, our life would come to an end but Allah's blessing will never finish.

Next, I would like to express my special thanks of gratitude to Majlis Daerah Mersing that gave me the golden opportunity to be part of the organization for 6 months which began on 1st March 2023 and ended on 15th August 2023. It was a great experience as I gain a lot of knowledge and skills. So, I came out to know about so many new things.

In addition, a big thank you to my head department, Encik Kamarulzaman Bin Tugiman and my co-team worker for guiding me in doing my work task and being such a great colleague during my industrial training journey. It is a great opportunity for me to do an internship under his supervision. Not only that, but I also gain some general knowledge.

On the other hand, I would like to thank my faculty advisor, Madam Munirah Binti Mohd Jidi who helped me in doing a lot of research for SWOT analysis. Sometimes, she gave me ideas and comments on my work so that I can improve my report in many ways. Without her guidance, my internship report cannot be done properly like this.

Thank You

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## FATIN NABILAH BINTI HASSIN



### PERSONAL PROFILE

I am currently looking for opportunities to utilize my skills and knowledge in a challenging working environment and become a valuable asset to the organization that I work for.

### WORK EXPERIENCE

#### Salesperson

*Guardian | 2017*

- Keep on track inventory
- Provide customers information about the items or products
- Maintained up to date knowledge of all retail promotions
- Took on extra shifts based on the needs of the store such as stocktaking
- Able to settle customer disputes in a professional and pleasant manner

### EDUCATIONAL HISTORY

**Universiti Teknologi Mara** *Malacca*

*Bachelor of Office System Management | 2022 - Current*

- CGPA: 3.47

**Universiti Teknologi Mara** *Kelantan*

*Diploma In Information Management | 2018 - 2020*

- CGPA: 3.17

### CONTACT ME AT



### SKILLS SUMMARY

Microsoft Office	
Adobe Photoshop	
Adobe InDesign	
Copywriting	

	Spoken	Written
Malay	Native	Intermediate
English	Intermediate	Native

### AWARDS RECEIVED

- Dean's List Receiver (GPA: 3.72)
- Dean's List Receiver (GPA: 3.51)
- Dean's List Receiver (GPA: 3.64)

Figure 1. 1: Student's resume

## 2.0 COMPANY'S PROFILE

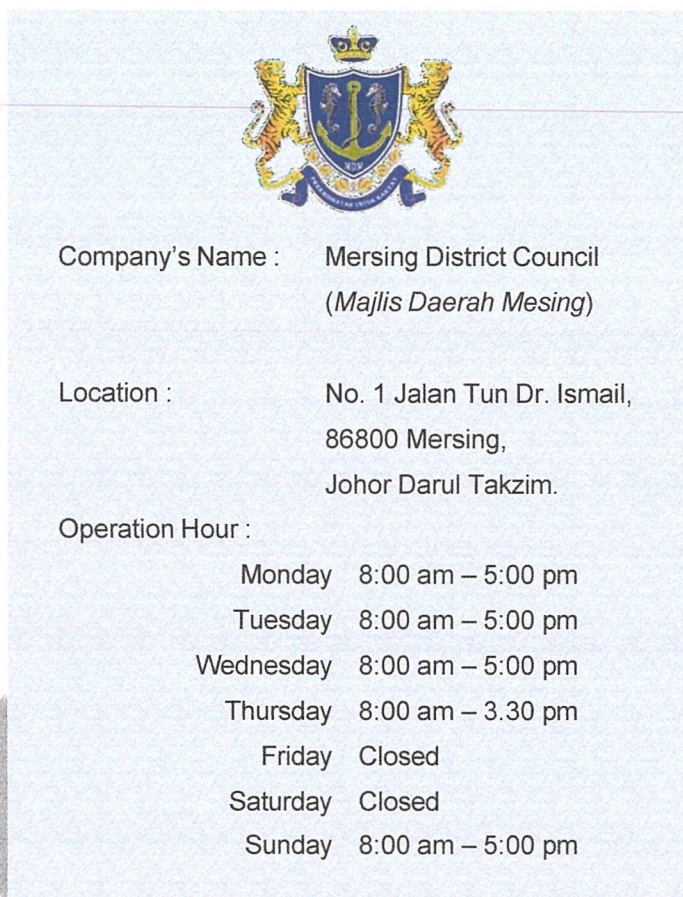


Figure 2. 1: Logo of Majlis Daerah Mersing, company's name, location and operation hour.

Mersing District Council or *Majlis Daerah Mersing* also known as MDM is a local authority which administrates East Mersing District in Johor, Malaysia. This agency is under Johor State Government. MDM are responsible for public health and sanitation, waste removal and management, town planning, environmental protection and building control, social and economic development and general maintenance functions of urban infrastructure. It is led by the *Yang Dipertua*, Tuan Mohd Norman Bin Haji Noh. The main headquarters is located at No. 1 Jalan Tun Dr. Ismail, 86800 Mersing, Johor Darul Takzim. The operation hour starts from 8.00 am until 5.00 pm on Sunday to Wednesday and closed on Friday and Saturday. Meanwhile, on Thursday starts from 8:00 am to 3.30 pm.

Next, the organization has several units and departments such as the Internal Audit Unit, Legal Unit, Corporate and Public Relations Unit, One Stop Centre Unit (OSC), Management Services Department, Finance Department, Department of Public Health and Municipalities, Property Valuation and Management Department, Department of Development and Landscape Planning, Engineering Department, Community Development Department and Department of Licensing, Enforcement and Parking Unit.

## COMPANY'S VISION

Towards the city of Mersing, a clean, wonderful and pleasing tourist city.

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## COMPANY'S MISSION

To be an organization that capable of providing efficient, fast and quality services to be implemented in a fair, friendly and tolerant manner in accordance with the slogan of the Majlis Daerah Mersing "Service for the People".

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## COMPANY'S OBJECTIVE



Improve the ability and efficiency of management in building and organizing a developing and viable municipality.



Increase the level of control and preservation of health, safety, sustainable environment and national harmony.



Making the Majlis Daerah Mersing a body with full financial autonomy and self-sufficiency.



Making the Majlis Daerah Mersing a "competent" PBT in terms of systematic planning and having accurate and balanced development projections.



Increase the level of the Council's role towards a more active role in the provision of quality infrastructure projects, attractive public facilities and beautiful recreational areas.



Making the Council the main driver of socio-economic and socio-cultural development towards improving the quality of life of the people and eradicating poverty.



## BACKGROUND ESTABLISHMENT



Figure 2. 2: Image of the Majlis Daerah Building

Before Majlis Daerah Mersing was established, there were several small Local Authorities that were created namely *Majlis Bandaran Mersing*, *Majlis Tempatan Jemaluang*, *Majlis Tempatan Endau*, *Majlis Tempatan Kampung Hubong*, *Majlis Tempatan Kampung Pengkalan Batu*, *Majlis Tempatan Kampung Sri Pantai* and *Majlis Tempatan Mersing Kecil*. All these Local Authorities use Enactment 118 and "Authorities Local Election Ordinance 1951" as the basis of their respective management and administration. However, the Enactment 188 was repealed after the enactment of Section 10 of Act 124 (Temporary Allocation Government Act 1973). The order under Section 10 covers the following matters which are the Abolition of Local Councils, Inclusion of *Majlis-Majlis Tempatan* under one new administration, Establishment of Local Councils and Election of Board Members in place of Consulars elected by popular vote under the "Local Authorities Election Ordinance 1951". After that, Act 124 has also been repealed by the Federal Government and replaced by Act 171 (Local Government Act 1976) which is used until now. With the enactment of Act 171, Majlis Daerah Mersing was officially established on 26<sup>th</sup> May 1977 through the Johor Government Gazette no. JPU 30.

In addition, under Section 3 of Act 171, the Johor State Government declared some areas to be under the jurisdiction of Majlis Daerah Mersing, which includes all the Local Authorities listed above except the Local Authorities of *Kampung Pengkalan Batu* and the Local Authorities of *Kampung Sri Pantai* which previously abolished. After the establishment of Majlis Daerah Mersing, there were two branches established at Endau and Jemaluang. The operational area of Majlis Daerah Mersing is 9.27 square miles or 24.014 square km and the control area (40 chains on the left and right of the federal road) is 70.05 square miles or 181.426 square km.

# ORGANIZATION STRUCTURE

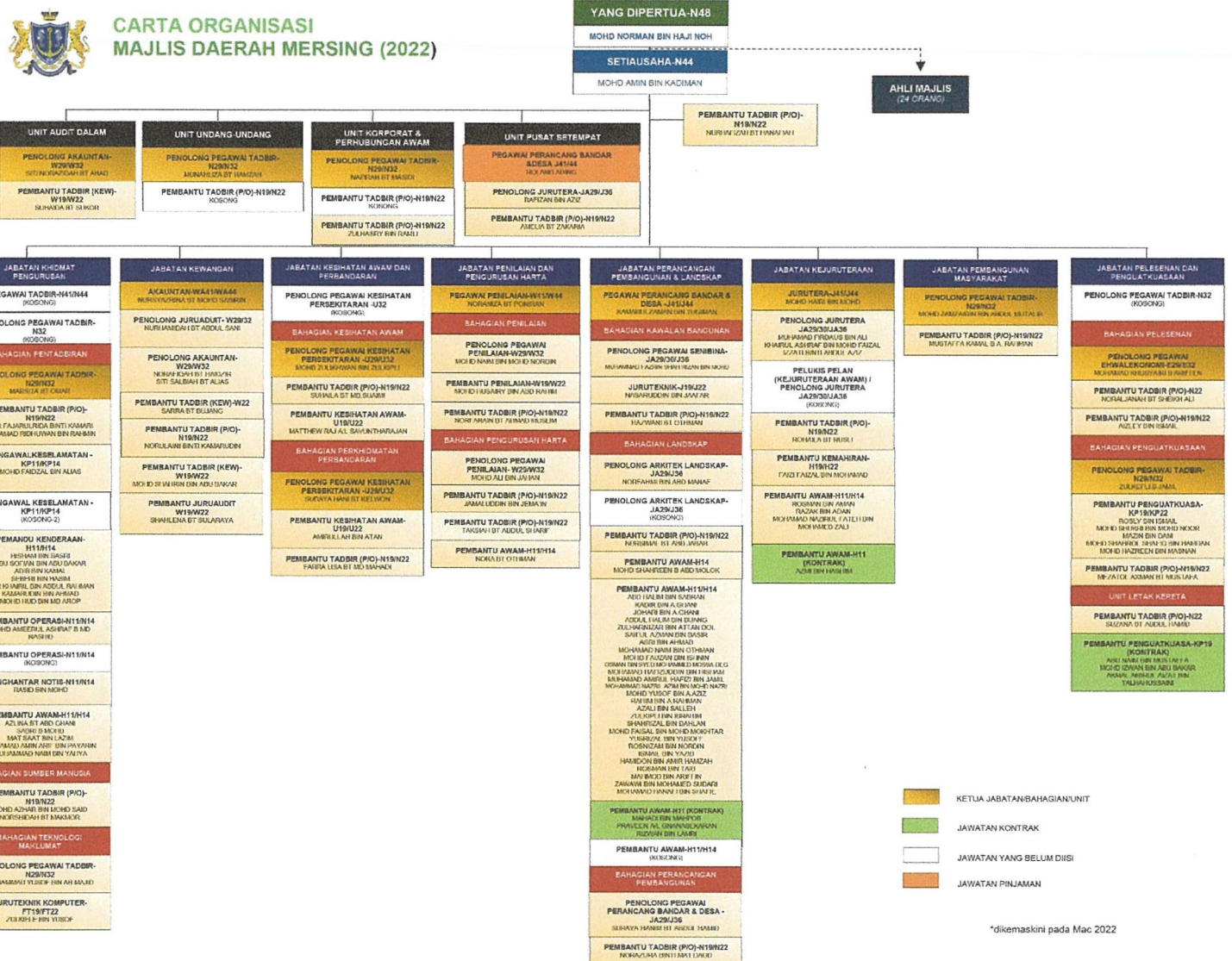


Figure 2. 3: Organizational Structure of Majlis Daerah Mersing

The figure above is an organizational structure of Majlis Daerah Mersing. It is led by *Yang Dipertua*, Tuan Mohd Norman Bin Haji Noh and 24 appointed Council Members, who are responsible for matters related to the Council's policies and the decision-making process. Meanwhile, for administrative matters, *Yang Dipertua* is assisted by the Council Secretary, Tuan Mohd Amin Bin Kadiman along with 12 Departments and Units.

## PRODUCT / SERVICES



🏠 > Rakyat > Perkhidmatan > Suntikan Imunisasi Tifoid

### Suntikan Imunisasi Tifoid Untuk Pengendali Makanan

**Suntikan Imunisasi Tifoid Untuk Pengendali Makanan**  
Semua pengendali makanan wajib mendapatkan suntikan Tifoid (Ty<sup>2</sup>)  
Bayaran sebanyak **RM50 (Ringgit Malaysia Lima Puluh) seorang**, bayaran boleh dibuat di pejabat Majlis Daerah Mersing.  
Selepas pembayaran dibuat, pengendali makanan boleh mendapatkan suntikan seperti ketetapan berikut:

Tempat:	Klinik Mersing Selatan
Masa:	8:00 pagi hingga 12:30 tengahari
Hari:	Setiap hari Khamis sahaja

### Typhoid Immunization Injection

Typhoid immunization injection for food handlers. All food handlers are required to get a Typhoid (Ty<sup>2</sup>) injection. A fee of RM50 is charged per person. Payment can be made at Majlis Daerah Mersing. Summons will be issued for those who failed to do so.



### Smart Van

This Smart Van is one of the initiatives of the Majlis Daerah Mersing to make it easier for the public to deal with services such as Property Tax Bills, Licenses, Rentals and also Public Complaints at selected locations to make it easier for the public to make checks and payments. Payments can be made in cash or Credit/Debit Card.



[Rakyat](#) > [Perkhidmatan](#) > [Sewaan](#)

### Sewaan

Sewaan Gerai

Mersing

- Jln Tun Dr Ismail	RM 120.00 sebulan
- Loc 345	RM 60.00 sebulan
- Jln Sulaiman	RM 100.00 sebulan
- Perhentian Bas/Teksi	RM 100.00 sebulan
- Dim Pasar (Daging/Ayam)	RM 40.00 sebulan
- Dim Pasar ( Sayur/Barang Runcit)	RM 70.00 sebulan
- Dim Pasar (Serai Makanan)	RM 100.00 sebulan
- Kg Sri Lalang Laut	RM 250.00 sebulan
- Taman Mahkota	RM 100.00 sebulan
- ...	...

### Rental Services

Majlis Daerah Mersing provides rental facilities for Mersing residents. For example, the services offered are the rental of stalls around the Mersing and Endau area, multi-purpose halls, flower tree rental, jetty counter, Plaza R&R, public toilets, stadium, tent (canopy) and market rental.



### Johor Wi-Fi

Majlis Daerah Mersing provide free Wi-Fi in several areas. Overall, the installation of Hotspot in the State of Johor is 135 Units where in the Administrative Area of the Majlis Daerah Mersing involves 7 locations including at the MDM Payment Counter.

# 3.0 TRAINING'S REFLECTION

During my internship program, I have been assigned to the Department of Development and Landscape Planning or Jabatan Perancang Pembangunan Dan Lanskap (JPPL) for 6 months from 1<sup>st</sup> March 2023 until 15<sup>th</sup> August 2023. My working day is on Sunday until Thursday from 8:00 am to 5:00 pm, meanwhile, for Thursday start from 8.00 am to 3.30 pm.

## ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENT

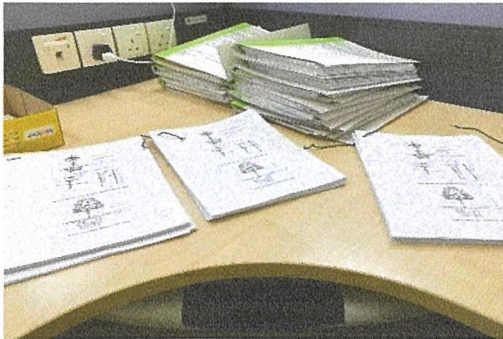


Figure 3. 1: Documents that need to photostat.

### TASK 1

During my first day of internship, I was assigned to do some simple tasks such as photostat, scanning documents, binding and so on.

### TASK 2

For the next day, I was assigned to explore KampungStay@Teluk Buih's manual booking system. I need to find a solution for some errors. Also, I need to ensure all the details are related to each other.

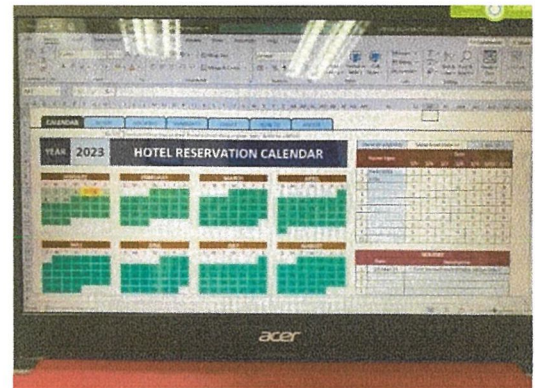


Figure 3. 2: KampungStay@Teluk Buih's manual booking system

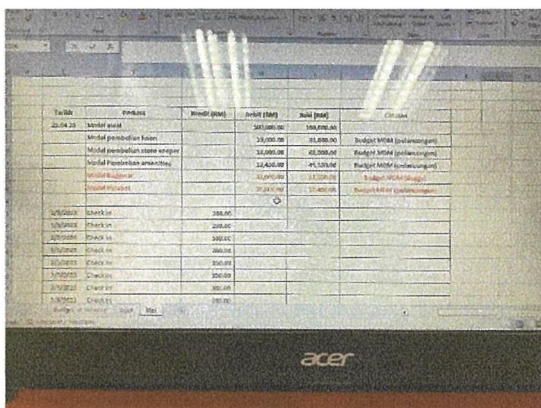


Figure 3. 3: KampungStay@Teluk Buih's Budget

### TASK 3

KampungStay@Teluk Buih budget proposal and split the room service and check-in by debit or credit.

MERSING TOURISM OPERATING SYSTEM					
Proposed Project Costing					
Bil	Description	Quantity	Duration (Month)	Cost Unit (RM)	Amount (RM)
1	Project Manager Roles: Leading development progress Managing developers Reporting to stakeholders	1	4	5,500.00	22,000.00
2	Back-end Developer (Senior / Mid) Roles: Designing & Developing database Developing back-end processes Integration with payment gateway	3	4	12,750.00	153,000.00
3	Front-end developer (Senior / Mid) Roles: Designing & developing ui Developing user experience Validating user experience	2	4	8,500.00	68,000.00

Figure 3. 4: Proposed Project Costing

#### TASK 4

I need to propose a Project Costing for the Mersing Tourism Operating System (MeTOS) and ensure it is not over the actual budget.

#### TASK 5

My monthly work routine must be keyed in data on the Malaysia Urban Indicators Network (MURNInet) to measure and evaluate the sustainability level of a local authority's area through a set of predetermined indicators.

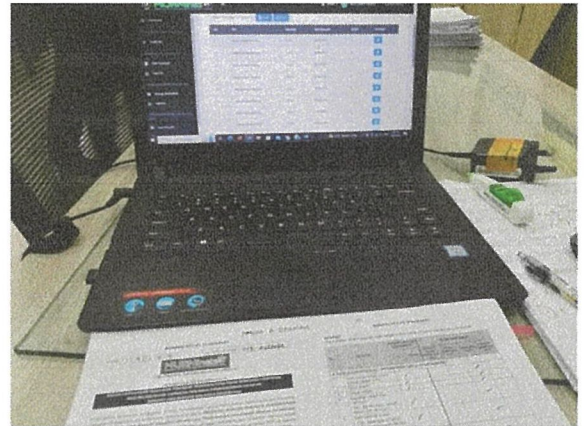


Figure 3. 5: Keyed in data on MURNInet.

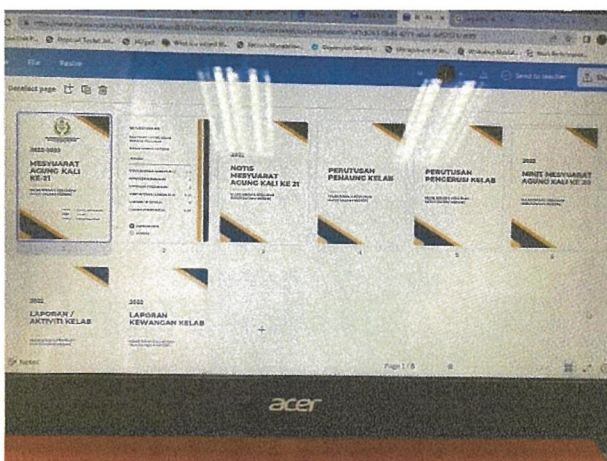


Figure 3. 6: Book cover design for meeting

#### TASK 6

Designed book cover for our 21<sup>st</sup> Mesyuarat Agung Kelab Sukan dan Kebajikan.



Figure 3. 7: Chalet defect inspection

### TASK 7

Chalet defect inspection for the last time at KampungStay@Teluk Buih before it officially operates.

### TASK 8

On 6<sup>th</sup> June 2023, I was assigned to checking the documents by following sequence, stamping and sorting the files according to the department for ISO the next day.



Figure 3. 8: Checking, stamping and sorting files.

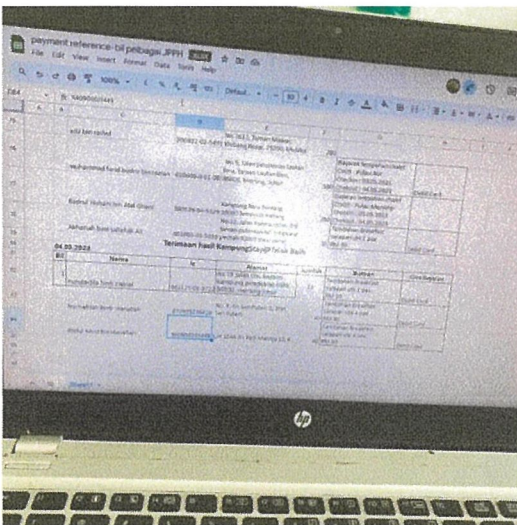


Figure 3. 9: Keyed in Guest Payment Reference

### TASK 9

Keyed in Guest Payment Reference in Microsoft Excel and send it to *Jabatan Penilaian Dan Pengurusan Harta (JPPH)*.

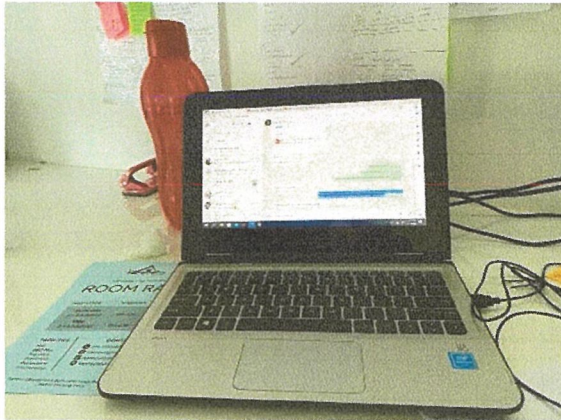


Figure 3. 10: Respond to guest's WhatsApp.

### TASK 10

Weekly work where I need to respond to guest's WhatsApp and pick up guest's call at KampungStay@Teluk Buih.

### TASK 11

The menu and breakfast coupon that I designed and printed myself for KampungStay. Very simple design but by far one of my favourite works.

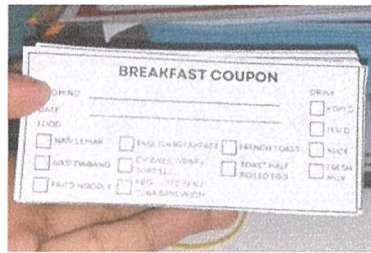


Figure 3. 11: Menu and breakfast coupon that I designed.



Figure 3. 12: Guest Confirmation, Invoice and some signage for KampungStay@Teluk Buih.

### TASK 12

Here I designed Guest Confirmation and Invoice by using Microsoft Word and linked both designs with the Manual Booking System (excel). Also, I have designed some signage for KampungStay@Teluk Buih from time to time when needed.







## BENEFITS RECEIVED

The benefits that I got during my 6 months internship is gain practical experience such as the opportunity to learn new skills that may not be taught at the university. These skills can help me better prepare for a variety of career opportunities, improve my employability and make myself more competitive in the job market as well as mental development. Moreover, when I worked at KampungStay@Teluk Buih, I am able to enhance my communication skills as I need to communicate with guests. Not only communicate with guests but also with housekeeping, maintenance and other teams. Other than that, I was provided with my own working space and other facilities such as Wi-Fi, PC and free parking for staff. Aside from that, even though I am just a practical student, they always involve me in every discussion and meeting. So, I am able to know how corporate organizations discuss in the meeting. Last but not least, I also got my allowance of RM100 for 6 months at the end of the internship.

## 4.0 SWOT ANALYSIS

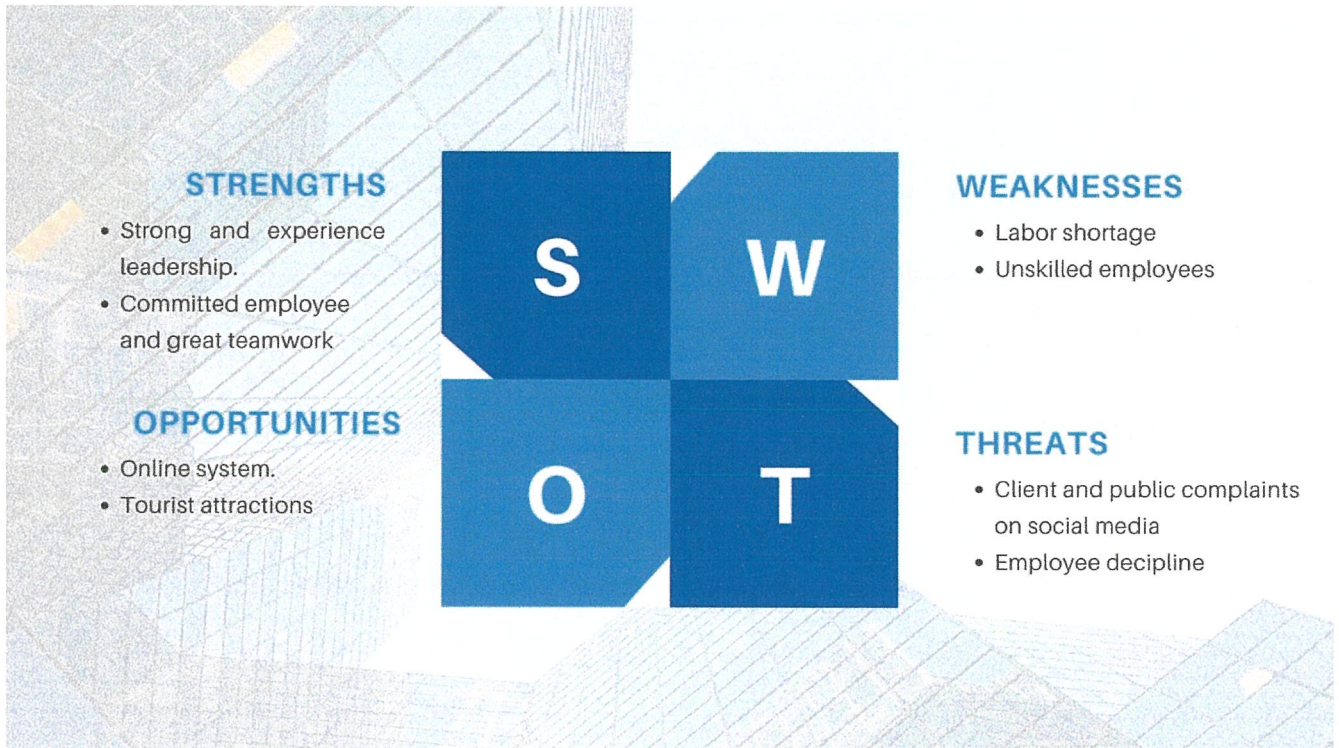


Figure 4. 1: SWOT Analysis Majlis Daerah Mersing

### STRENGTHS

1. Strong and experienced leadership.

#### Discussion

Strong and experienced leadership is one of the strengths and advantages of Majlis Daerah Mersing. It is essential for a successful future. Every organization need strong, experienced leadership and a team of employees who continue to show passion for and commitment to achieve goals. Strong and experienced leadership can inspire employees, foster positive company culture, set strategic direction, and make timely decisions that drive growth and profitability. Effective leadership starts with good communication skills as they need to communicate with their employee every day.

Based on what I have seen, Encik Kamarul is really capable to lead the team effectively, delegating tasks to them in a clear and concise manner and providing guidance when necessary. Also, he always monitors his employee's work and performance. With an impressive 25 years of experience, Encik Kamarul brings a wealth of valuable expertise and leadership skills to the organization. Other than that, under the supervision of Encik Kamarul, the Development and Landscape Planning Department has received 2 certificates of appreciation which are Excellence PBT District for Core Service Criteria in 2022 and The Evaluation of The PBT Star Rating System (SPB-PBT) in 2022.

#### Recommendation

As for recommendations, one of the strategies to retain strong and experienced leadership at the workplace is to **promote ethics in the organization**. As a leader, they need to empower them to lead by example, inspire others, and drive positive change within their organizations and communities. Leaders have the intrinsic responsibility to promote ethical behaviours by demonstrating them. According to Grigoropoulosi (2019), ethical leadership is defined as “the demonstration of normatively appropriate conduct through personal actions and interpersonal relationships, and the promotion of such conduct to followers through two-way communication, reinforcement, and decision-making”.

## 2. Committed employee and great teamwork.

### Discussion

High-committed employees and great teamwork are really important in archiving Majlis Daerah Mersing's mission and vision. Teamwork and optimal employee involvement in providing efficiency, effectiveness and integrity to customers also play a role important in achieving the organization's mission. The success of the Majlis Daerah Mersing in some awards such as the recognition of 4 stars in PBT grading and the excellent PBT certificate in the district for the year 2022 proves the intensity of the management and the employee provides quality services for the sake of customer satisfaction.

Based on my observation, the employees there are very flexible, open-minded and most important have a great teamwork. Sometimes, when they get an award, they will have a small celebration with their teammates. As a leader, it is important to let the employees know how much you appreciate their hard work and commitment to getting their job done no matter the circumstances. Building solid relationships with co-workers is important. The joy of efficiency comes from great teamwork. The employee's dedication to their work is just one example of how committed the team is.

### Recommendation

As for recommendations, to sustain great teamwork and committed employee in the organization is by **giving a reward** for those who shows good work performance. Employee contributions should be recognized. With the existence of this reward, employees will work harder and more aware of their responsibilities. This will make staff more enthusiastic to improve their work. According to Merriman (2019), management need to recognize the importance of reward to support teamwork. In additional, Majlis Daerah Mersing has always been committed to encouraging creativity and innovation amongst its employees, which they feel promotes great teamwork and reinforces the mission and vision.

## WEAKNESSES

### 1. Labor shortage

#### Discussion

Insufficient employees in an organization can affect the organization either positively or negatively. When the organization do not have enough employees to perform all the necessary tasks, it can lead the organization to fall into chaos. Employees can become overwhelmed, and it is hard for employers to know what will get done and what will not. That is why prioritizing workloads can be crucial. Employees perform and carry out more activities in an organization than what is expected of an employee. That is become a normal phenomenon nowadays.

Based on my observation, negligence to overcome the labour shortage caused many vacancies in Majlis Daerah Mersing. According to Puan Shimal, they have been experiencing a labour shortage for a long time. Because of that, the employee faces excessive workloads and needs to work more hours every day. For example, as I mentioned above, I had to work at Kampungstay@Teluk Buih every week due to the insufficient number of workers. All the interns are required to work there every week from 8.00 am until 5.00 pm as there are only three permanent employees that work in the morning, afternoon and night shifts. Then, the night shift will be assigned to the employees from Majlis Daerah Mersing. Whoever works on the night shift will be given an alternate day off the next day. Thus, it can affect work-life balance and mental peace.

#### Recommendation

To ensure that shortages do not remain an issue in the longer term, I would like to recommend Majlis Daerah Mersing to **hire short-term workers**. According to Psychology and Behavioural Science (2021), offering paid programs such as contracts can be an excellent way to recruit temporary workers from college. Hiring employees on a contract or temporary basis can maintain smooth workflows. Secondly, is by using technology. It can help to streamline the entire procedure. It can make sure that everyone is working as efficiently as they can. According to Saori Shibata (2019), it is not straightforward and simple to introduce new technologies even though they have, as we saw above, contributed to, and will have significant potential to contribute to the solution of a labour shortage.

## 2. Unskilled staff

### Discussion

In today's time, skilled employees are very needed in every organization as it can show how competent the organization is. Employees that have the right skills are able to do their jobs well. However, their lack of soft skills, technological skills and so on can affect lower productivity and quality of work. A lot of boomers have zero ability to adapt and learn anything new. This kind of group prefers to do everything manually. Thus, learning new technological skills is essential for digital transformation.

Based on my observations, some of them do not know how to use Microsoft Excel, Microsoft Word and Google Docs. Most of us use Microsoft Windows Computer every day but do not know how to use it efficiently and end up wasting so much time. For example, when they do not know how to use Excel and they have been 2 hours working on something they could have done in 3 minutes with a formula.

### Recommendation

As for recommendations, I would like to recommend Majlis Daerah Mersing **to provide training**. Some older employees refuse to learn on their own about the new systems or technology and then push off work to the younger employees. So, it is important to provide adequate training and support to ensure that all the boomer employees have the skill and knowledge to effectively use technology. Without proper training, employees may lack the skills and knowledge needed to effectively use new technologies and drive innovation. According to Nadeem Ahmed Bashir, in the training program, it is supportive for companies to emphasis on knowledge, expertise and ability of employees. Investing in the right training can have a huge impact on the team and organization's success. However, it is not enough to simply provide training, but the leader must also evaluate and assess the effectiveness of the training to ensure that the employees have the knowledge and skills.

## OPPORTUNITIES

### 1. Online system

#### Discussion

It is important to have access to an effective online system. A system that does not require a lot of work and should be very easy to implement. In this digitalization era, Majlis Daerah Mersing has moved to an online system. By moving to an online system, it can save time and energy for the employee as well as the client. Majlis Daerah Mersing provides a system where the public can directly apply for License Forms and Complaint and Feedback Forms from the website.

When suddenly an issue arises, the employee can continue to check through the system only. This can avoid the use of many files and is easy to find by using the system. Having used a paper-based system for over 20 years, going to an online system was a bit of a leap for the organization. However, sometimes due to a system flaw, the online system shows the status of government organizations as inactive.


#### Recommendation

As for the recommendation, I would like to recommend Majlis Daerah Mersing to **develop more advanced system**. The existing system is good enough however the organization need to improve their system to make the work of the staff easier. For now, the organization only have HRMIS2.0 which is a little behind from other organizations. By implementing this system, staff can access it anytime and anywhere without going to the office. The organization should develop a system that gives a comprehensive view of the entire organization's operations with the latest version, a better and faster work system, hopefully, in the future it will be more advanced. According to Bozic (2023), advanced quality system involves ensuring that a software system is reliable, efficient, maintainable, and meets the needs of its users.

### 2. Tourist attractions

#### Discussion

This special tourist district is popular for its seafood-based products as well as having many beautiful and enchanting tropical islands. Many local tourists and abroad use the Mersing jetty to go to their destinations which are the islands around this district including Pulau Tioman in Pahang. In addition, the East Coast Economic Regional Development Council (ECERDC) is actively promoting a tourism project in Mersing which is also part of the 'Rainforest to Reef' (R2R) concept along with Majlis Daerah Mersing. It aims to unify all ecotourism products, assets and development from Endau-Rompin National Park to coastal areas, islands and coral reefs in Mersing waters, including Pulau Besar, Pulau Pemanggil, Pulau Sibul, Pulau Aur and Pulau



Tinggi as a major regional tourism destination. Through the variety of privileges offered, it is not impossible that the Mersing district and the archipelago can become a major regional tourism destination.

### **Recommendation**

As for a recommendation, I would like to suggest Majlis Daerah Mersing to **hire a Malaysian influencer that can specially promote the islands** as well as its seafood-based products. Influencer marketing can be understood to be the type of marketing strategy that involves collaborating with popular people simply called influencers. These influencers help to promote a brand, product or service to the audience. According to Grafstrom (2018), influencer marketing has evolved from traditional marketing strategies such as print ads, celebrity endorsement, and digital marketing. An influencer can place a brand in a good position and help it to get better visibility. Also, there are many influencers from other countries who are very popular in Malaysia, and it is a good step to promote Mersing widely. People nowadays easily get influenced by “FYP” or “viral” videos on social media. According to Noorain Mohd Nordin (2019), the rapid growth of the internet and the use of e-commerce have made viral marketing an appealing marketing method for most firms and marketers to promote and advertise their products or services. Thus, it can build a strong relationship between the influencer, organization, tourist as well as society.



## THREAT

### 1. Client and public complaints on social media

#### Discussion

Client complaints are one of the biggest threats for Majlis Daerah Mersing. Most of the time, public complaints are expressed directly on their social media instead of privately. This unprofessional action is spoiling the organization's reputation as well as tampering with its reputation. During my internship, Majlis Daerah Mersing received a lot of public complaints. One of the complaints laid by a client is car summon payment. The complainant threw abusive words just because he got a summons from the Majlis Daerah Mersing. Any professional with a complaint should be carried out action in private. In addition, there is also a case where one of the employees of JPPL was severely criticized on social media just because he was doing his job. He has trimmed all the trees to keep his community safe as that types of trees have an aggressive root system which is why it is important to keep them trimmed to slow down the root system growth. This kind of action can result in criticism and hatred among the public and reduce credibility toward the organization.

#### Recommendation

As for recommendations, I would like to recommend Majlis Daerah Mersing to **always monitor their social media** to see if there are complaints or negative reviews. Knowing what to do when a negative review or complaint appears online about the organization is important since it may significantly impact the organization's reputation. The organization's online reputation is a key value. The organization should appoint one of their employees to monitor their social media every day. So, the organization will know about the issues arise related to them. According to Kooyman (2016), it is increasingly important for companies to adequately address concerns and communicate to their customers in a quick and detailed manner by monitoring their social media.

## 2. Employee discipline

### Discussion


Discipline means a prescribed conduct or pattern of behaviour. Employee Discipline is very important in every organization. Employee discipline enables a positive and healthy work environment and ensures smooth functioning of the organization. Also, with discipline comes self-restraint and responsibility. If employees are not disciplined to work on time, laziness, take long breaks in between work or spend excessive time on social media, then their productivity tends to suffer. It can affect the organization's performance, the quality of work and the productivity of the firm. It will be more serious if the employee's unacceptable behaviour continues.

Based on my observation, some employees in the organization have decent skills but because of their lack of discipline, attention and consistency makes them bad employees. Some of them sleep during working hours at their desks, take long breakfast and lunch breaks, and come late to work. Sleeping is good but sleeping at the desk is just not professional. In my opinion, sleeping is unacceptable office behaviour. It may give a bad impression when the client comes to submit a plan or get a consultation. Asides from that, from what I have seen, some employees go for breakfast at 10.00 am and come back to the office at 12.00 pm. Sometimes, they take advantage in the absence of the leader which is so disappointing. Breakfast is very important as it can boost your energy to get tasks done and helps you focus on your work. However, it is not good behaviour to take long breakfast and lunch breaks. Other than that, they tend to come late to work and leave early when not supervised. According to Puan Shidah from Management Services Department, approximately 10 warning letters are issued for those who come late every month.

### Recommendation

As for recommendations, to avoid this behaviour continuously occurring, the organization should **take action such as progressive discipline**. Progressive discipline is important because an employee needs to be given a chance to correct improper behaviour before being fired. According to Okolie and Udom (2019), there are four steps of discipline actions including progressive discipline which are oral warning, sending a written warning letter, suspension of an employee and termination process. Firstly, is an oral warning. An oral warning is a two-way communication between the employer and the employee who faces a disciplinary behaviour problem. It is to ensure that the employee has the opportunity to correct his or her performance. According to Nduka et al. (2019), discipline needs to be carried out without giving offence to prevent the employee from losing his/her self-esteem.

Secondly, is sending the written warning letter. A warning letter is generally sent to the related employee after management failed to resolve the issue through a verbal warning (Nduka et al., 2019). It is to



ensure that the violation cannot be repeated, and the employee's behaviour must be improved. The warning letter should be simple and clear to avoid any misunderstanding. Thirdly, is the suspension of an employee without pay. According to a past study by Nduka et al. (2019), a violated employee will be suspended if he continues to engage in unacceptable behaviours at the workplace even though there are many warning letters that have been received by him. It is an action of removing the employee from working temporarily for a particular period. Lastly, is the termination process. If an employee is terminated by the employer, it shows that the employer has strong and sufficient evidence of the employee's misconduct. Thus, the intent of workplace discipline should be corrective, not punitive.

## 6.0 CONCLUSION

In short, an internship is such a good program as it helps me to gain confidence in my skills and a better understanding of the industry I that will be entering in the future. Internships are the best time to learn because I work under supervision. As an intern, I gain valuable work experience as I am practicing my skills in a real job environment. So grateful for everything I have learned here and for everyone who has helped me grow professionally and personally along the way. Although the allowance I received was quite low, the knowledge, skills and experience I gained there were more than enough and very worthwhile.

The department really helps me to grow as a person. A great working environment, great colleagues, and a great experience indeed. As an introvert, I found it really hard to get along with other employees and meet new people, however, they took me out of my comfort zone. I was invited to join their work trip to hopping island with a few new people. Because of that, it can enhance my professional development and build valuable connections with others. Apart from that, I can implement what have I learned here into this working life later. Their expertise and advice can help me shape my career path and make educated decisions about the jobs and companies that I want to work for in the future.

Last but not least, in five years I see myself as a fine young woman with a bright future. I did exceptionally well with keeping up and handling tasks with skill and passion. Moreover, I hope I can secure a great well-paying job in the future. However, if destiny says otherwise, I will remain positive and try my best to improve my career and personal development. Whatever career path I choose I will always be happy, healthy, successful and thriving in my career and personal development.

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## 8.0 APPENDICES

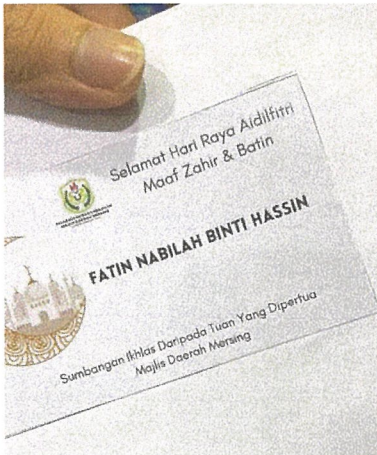


Figure 8. 1: Stickers that I design for “Sumbangan Hari Raya”.



Figure 8. 2: Distribution of meat for Hari Raya Aidilfitri at Endau.



Figure 8. 3: Set-up bazaar tagging for Ramadhan at Taman Wawasan.



Figure 8. 4: Learn how to use PA System at KampungStay@Teluk Buih



Figure 8. 5: Learn how CCTV works before KampungStay@Teluk Buih officially operates.



Figure 8. 6: Meeting with UNDP members



Figure 8. 7: Distribute donation for flood victims at Dewan Serbaguna Endau.

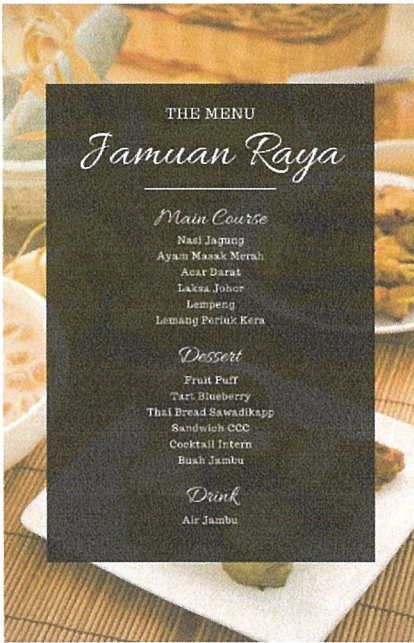


Figure 8. 8: The menu that I designed for Eid feast.