



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

INTERNATIONAL BUSINESS



MGT 666

INDUSTRIAL TRAINING AT MAJLIS DAERAH JERANTUT

(1ST MARCH – 15TH AUGUST 2023)

PREPARED BY:

NAME	STUDENT NO.	CLASS
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PREPARED FOR:

SIR MAZ IZUAN BIN MAZALAN

EXECUTIVE SUMMARY

This is my first time doing my internship and having an experience on real-life of working world. The purpose of an internship is to obtain real-world experience and erase the label of a newbie while the industrial training is a student needs to do a project based on the training in time that have been given from their college at the company. The student needs to complete their training in 3 to 6 months as they want to complete their studies. I must complete this training from 1st March to 15th August 2023 in order to complete my degree in Bachelor Degree (Hons.) International Business. I choose government sector company which is Majlis Daerah Jerantut as my industrial training place to get and collect work experience from there. I felt quite nervous but at the same time I felt very excited to see new people which are the staffs of Majlis Daerah Jerantut and also face a new environment that I never try in my life before which is the working life. Futhermore, the company is near with my house and it is only taken 5 minutes from my house. I was sent to Finance Department as an intern by internship coordinator because she said it was suitable with my course which is related to the business. I was prepared the report of industrial training at Majlis Daerah Jerantut which contains SWOT analysis of the company. It was conducted by Strengths, Weaknesses, Opportunities and Threats of Majlis Daerah Jerantut followed by the recommendations in this report.

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ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.

Alhamdulillah, I am very grateful and thankful to Allah S.W.T for giving me a chance and opportunity to perform my responsibilities as a trainee at Majlis Daerah Jerantut and to complete the practical training report within the time that have been given.

Firstly, I would like to take this opportunity to express my deepest appreciation and thank you to my industrial supervisor, Puan Rohana Binti Mohamad. She is very kind of person who keep enough to give me her full attention and guide during the practical. Without her endless care, I would not make any clear progression and understand the purpose of being and intern at all. Most thanks to her support, feedbacks and all the worth lessons.

Next, I would like to express my gratitude to my dear lecturer, Sir Maz Izuan bin Mazalan, who guided me and other companions throughout the internship program from the beginning till the end. His expert lead, suggestion in group and all the updating notices had provided me the relevant information in reaching the concept and objectives of this compulsory report. I also want to thank all to my beloved family for the support and their non-stop motivation to me since this is my last semester to enrolled as a degree student at UiTM Bandaraya Melaka.

May Allah S.W.T reward each and every one of us, Amin.

STUDENT'S PROFILE



NURUL AIN NADHIRAH MOHAMAD NOR

OBJECTIVE

Seeking a fulfilling position in the industry that offers growth opportunities, utilize my skills and experience, offer key participation, team-oriented tasks, immediate challenges and career opportunity after complete my internship at August 2023. I am a final year of student Bachelor Degree in International Business and currently find a company for my first job.

EDUCATION BACKGROUND

Bachelor of International Business | March 2021 – Now
Universiti Teknologi Mara, Kampus Bandaraya Melaka | CGPA: 3.39

Diploma in Business Studies | July 2018 – March 2021
Universiti Teknologi Mara, Kampus Raub | CGPA: 3.46

Sijil Pelajaran Malaysia (SPM) January 2013 – December 2017
SMK Padang Saujana | Result: 6A 1B 2C

EXTRA CURRICULAR ACTIVITIES

Seminar Akademik "Skill Up: Heroes in Training. Manner is A Beauty that Never Fades" | November 2022 – Now
Committee

Malam Aspirasi Budaya (MAYA) | December 2022
Participant

Lawatan Akademik dan Khidmat Masyarakat di Sabah | 21 November 2022 – 25 November 2022
Committee

SKILLS

Language Skills
Well written and spoken in Malay and English

Computer Skills
Well known about Microsoft Word, Microsoft Excel, Microsoft Power Point and Photoshop.

WORK EXPERIENCE

Majlis Daerah Jerantut
Intern trainee at Finance Department
(March 2023-August 2023)

- Key-in data of payment from the customer to Microsoft Excel.
- Joined the programs that Majlis Daerah Jerantut held.
- Joined a course that involved all the accountants of Federal Office East Coast Malaysia Zone at Kuala Terengganu.
- Printing, photocopying, arrange the voucher in a file, send the documents to other department if the colleagues ask

CONTACT



REFERENCE

Mohd Isham Bin Abidin
Lecturer
Universiti Teknologi Mara, Kampus
Bandaraya Melaka

COMPANY'S PROFILE



Figure 1 Majlis Daerah Jerantut

On 1st September 1979, the government of Pahang Darul Makmur agreed to enact the Local cabinet Act 1976 (Act 171). Beginning on that day, Pahang's local government was reorganized and given the status of a District Municipal Council. On 1st March 1982, Majlis Daerah Jerantut which also known as MDJ, went through a transformation from Lembaga Bandaran to Majlis Daerah. With such an arrangement, Majlis Daerah Jerantut plays a big role, especially as the population grows and the economy as a whole develops. Majlis Daerah Jerantut is now regarded by the community as a venue to obtain "Discretionary Services" as well as development consultants for a region rather than just "Obligatory Services."

On 2nd October 1982, Majlis Daerah Jerantut was established, and it now occupies 12,109.00 hectares. Sections 127, 128 and 163 of the Akta Kerajaan Tempatan 1976 (Akta 171) have designated 3,020.00 hectares of that total as the operation area. While their control area has been designated as the remaining 9,021.00 hectares. Bandar Jerantut, Batu Balai, Damak, Jerantut Feri, and Kuala Tembeling are the locations of Majlis Daerah Jerantut. In operating areas, Majlis Daerah Jerantut has enacted taxes and presented municipal services. The other areas are not offered municipal services but they are under development management.

Majlis Daerah Jerantut located in a very strategic place in the middle of the city. This makes it easy for the residents of Jerantut to find it and make a payment or if they have a problem and want to make a complaint related to their place. They have around 12 departments and units consisting of the treasury department, property assessment and management department, landscape development planning department, engineering

department, municipal services and licensing department, local central unit, administrative unit, enforcement unit, information technology unit, internal audit unit, outdoor unit management unit and parking unit. There is an estimate of 130 staffs in Majlis Daerah Jerantut.

PURPOSE

The main purpose of Majlis Daerah Jerantut is to build the city into a developed, lovely, clean, and well-organized growth hub with municipally required facilities.

OBJECTIVES

The objectives of Majlis Daerah Jerantut are create an atmosphere that is conducive to development so that Jerantut becomes the major gateway for tourists. They carry out research to increase and improve Bumiputra participation in various trade sectors. Furthermore, they determine the direction and pattern of development and land use, particularly for new development and redevelopment in accordance with the form and function of the settlement and improve the physical organization of the city and the current traffic system with acceptable requirements.

VISION

The mission of Majlis Daerah Jerantut is encouraging all sectors to work together to improve Daerah Jerantut's economic health, stability, and social justice.

MISSION

By the year of 2020, Majlis Daerah Jerantut have achieved its vision of becoming a dynamic, forward-thinking Local Authority that effectively manages its resources and workforce.

ORGANIZATIONAL STRUCTURE

1. Organizational Chart

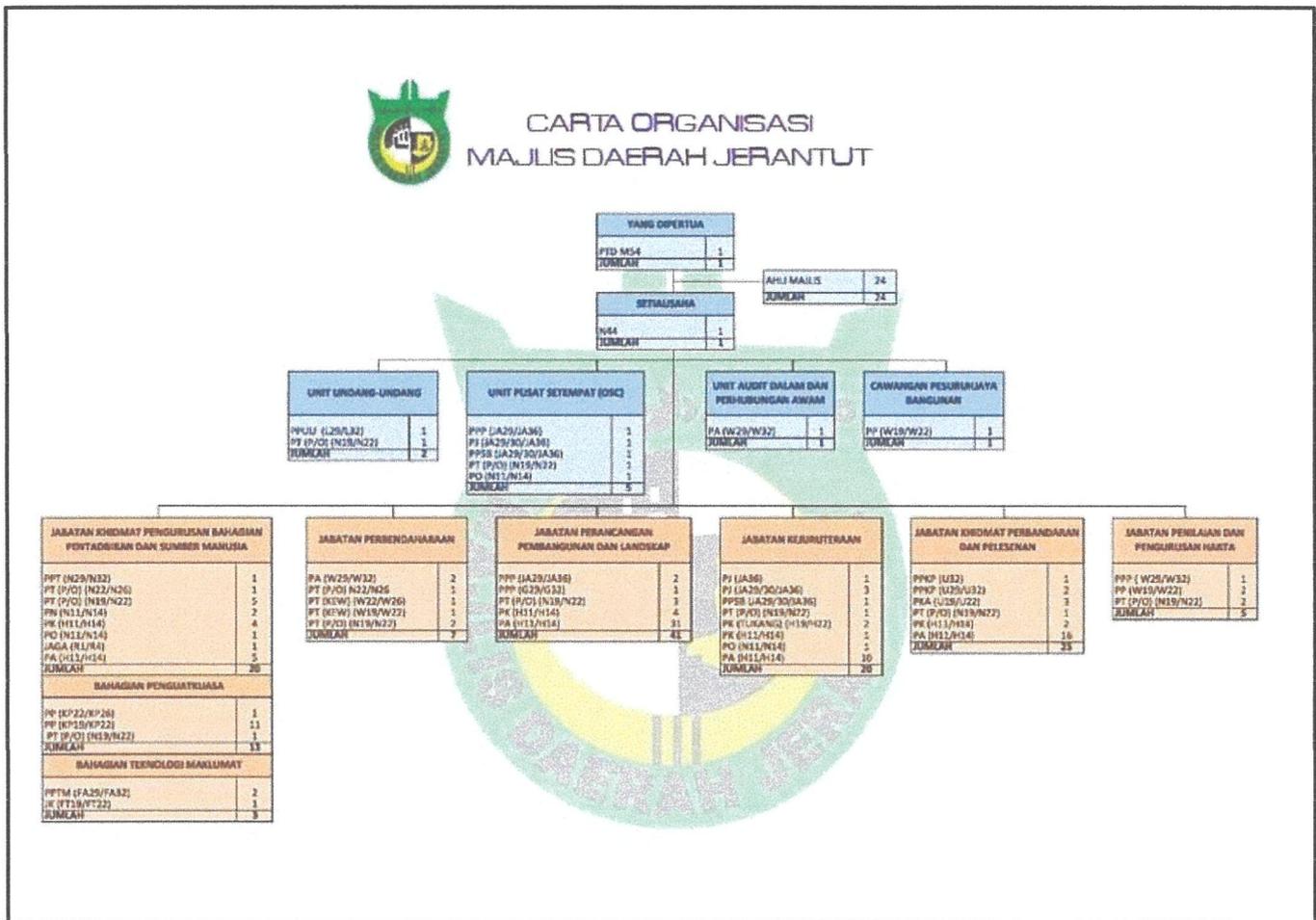


Figure 2 Organizational Chart of Majlis Daerah Jerantut

Figure 2 shows the current organizational chart of Majlis Daerah Jerantut. This chart contains Yang Dipertua, Setiausaha, and the departments.

2. Finance Department Organizational Chart



Figure 3 Organizational Chart of Financial Department

Figure 3 shows the organizational Chart of Financial Department. I have been assigned to the Finance Department of Majlis Daerah Jerantut, which located at the main ground floor at main building. The manager of this department is Puan Rohana Binti Mohamad which is the accountant assistant.

SERVICES

Every district in the state has a district council or municipal council, as is well known, whose job it is to enhance all of the district's facilities. They may play specific functions to help the area develop effectively from time to time. Therefore, Majlis Daerah Jerantut has a distinct duty, which includes coordinating and assisting in the development of new towns or cities, upgrading villages and promoting sustainable economic activities, beautifying the city with lovely landscapes, and managing buildings, advertising, and signage. Next, they provide public facilities such marketplaces, stalls, sports facilities, children's playgrounds, and bus stations as well as health services, food control, hygiene, and food sales centers. Last but not least, the services that Majlis Daerah Jerantut made was Licensing and regulating businesses, advertisements of their business and hawkers, controlling the removal of solid waste and the cleanliness of cities, maintaining drainage systems and environmental cleanliness, and building and maintaining ditches and drains are all part of this.



Figure 4 The Services or Infrastructure that Majlis Daerah Jerantut Made

TRAINING'S REFLECTION

DURATION

My internship period at Majlis Daerah Jerantut starting from 1st March until 15th August which is 5 days in a week. Like other government sector companies, we have flexible hours such as, come to work at 8, return from work at 5 or come to work at 8.30, return from work at 5.30. As long as it is enough 8 hours of work excluding break time. But I as an intern, I was directed to come to the office at 8 a.m. and leave at 5 p.m.

Monday	8 a.m – 5 p.m
Tuesday	8 a.m – 5 p.m
Wednesday	8 a.m – 5 p.m
Thursday	8 a.m – 5 p.m
Friday	8 a.m – 5 p.m

DEPARTMENT

I have been assigned as an intern at Finance Department during my intern period at Majlis Daerah Jerantut.

JOB SCOPE

At Finance Department, I got learnt on duties and tasks that had been given by accountant assistant during my internships which are:

- Review all the types of assessment tax, compound, business license and others in EPBT system.
- Amendment of the allocation (Virement) of expenditure.
- Enter the bank slip number into the EPBT system.
- Do the indirect duties if I don't have any work to do like printing, photocopying, arrange the voucher in a file, send the documents to other department if my colleagues ask.

BENEFIT

Majlis Daerah Jerantut gives an allowance to every intern. The pay rate is RM15 a day and they give an allowance only on 3 months first and the next two month 15 days, it will not be paid. It will be paid in lump sum which means they will pay during the end of industrial training.

KNOWLEDGE AND EXPERIENCES

During my internship at Majlis Daerah Jerantut, I had been given some tasks by the accountant assistant. The task was reviewing all the types of taxes in EPBT system. EPBT software is a system that always they use especially when they want to review all types of taxes that customers paid by online payments like JomPAY, EFT, Pos Malaysia and for offline payments which was paid by cash and using credit card or debit card at the counter. This system can detect and know how much total amount of money that customers should paid. In this system, they have assessment tax, rental, license, compound and others. One of the duties named 'Cerakinan' in Microsoft Excel which is I need to write all the data from EPBT system to 'Cerakinan'. 'Cerakinan' is the revenue paid by the customer and divided into various types of payments such as assessment tax, compound parking, rental, and license. I need to make sure all the information in 'Cerakinan' must same with the data in the system and it was a little bit difficult.

Next, my trainee gives a task that we called it Virement (VOT). This task is the hardest task for me because I need to review and double check all the calculation for debit and credit. This task is very important because the audit need to review and make a last check. This VOT have 8 books for each department and every of each book have their own budget that need to debit and credit it. If the budget is insufficient, I must add another budget and make an allocation from the remainder. and then repeat the calculation until the total is balanced.

Another experience that I got is doing the indirect duties. Although this was a basic task, I need to learn and have these skills so that it doesn't become awkward to do on my first job at the next company. The task that I do were printing, photocopying, arrange the voucher in a file, send the documents to other department if my colleagues ask. All these tasks are very important to me to sharpen my skill. Last but not least, an experience that I could not forget was attend the course that involved all the accountants of Federal Office East Coast Malaysia Zone at Kuala Terengganu. I have got many knowledge and information that I don't know before about the account and finance's topics such as such as accounting procedures, procurement procedures for supplies and work and allowance claim rates and conditions. I was very enjoyed joined that course.

SWOT ANALYSIS

SWOT Analysis of Majlis Daerah Jerantut

SWOT analysis is a framework used to assess a company's competitive position and to create strategic planning. It stands for strengths, weaknesses, opportunities, and threats. The SWOT analysis evaluates internal and external variables as well as present and anticipated future situations. Majlis Daerah Jerantut has their own SWOT in order to maintain and strengthen the company's performance in the future.

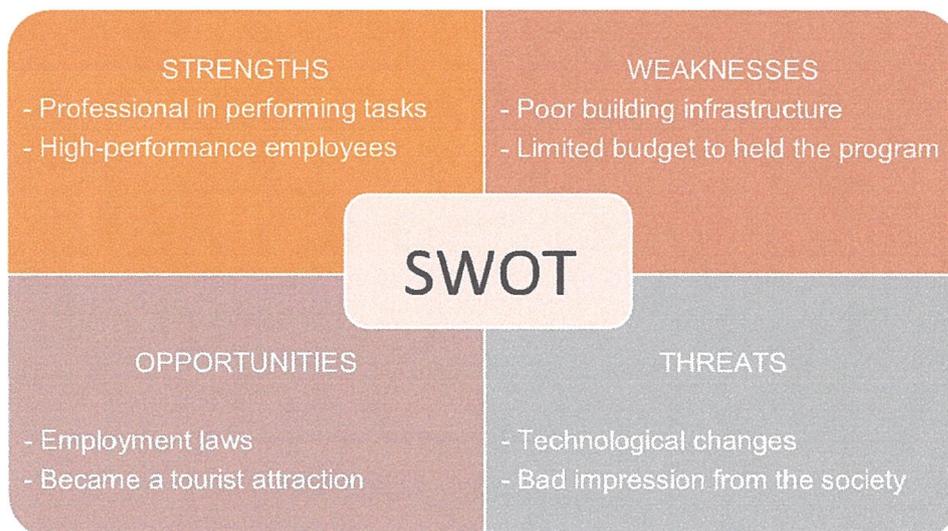


Table 1 SWOT Analysis

Strengths

- Professional in performing tasks. The staff of Majlis Daerah Jerantut have a spirit of cooperation and very committed in doing their tasks.
- High performance employees. The staff there has been skilled in doing the given task and it has caused a task to be completed quickly.

Weaknesses

- Poor building infrastructure. The space of each office is too narrow due to the small size of the office space and there are many other rooms in the office such as store room, pantries and file room.

- Limited budget to held the program. Every program that they want to held requires a high budget and they are depends on money from the state government and donations from outside organizations.

Opportunities

- Employment laws. Every staff get the benefits when they retire such as Gantian Cuti Rehat (GCR). They get the initial grant of GCR cash to the staff when they still in work.
- Become a tourist attraction. Jerantut is the largest district in the State of Pahang and a place that attracts more tourists to come to this district because it has the presence of historical places, natural places and so on.

Threats

- The technological has change from time to time. Most of the staff there have been working for a long time, so it is difficult for them to follow the new way of working by using modern technology.
- Bad impression from the society. Majlis Daerah Jerantut is often getting scolded by customers when they do not fulfil the customer's wishes such as if they are slow to pick up the phone, the society scolded them.

DISCUSSION AND RECOMMENDATION

I. Strengths

- **Professional in performing tasks**

The first and foremost that I see the strength in this company is they are very professional in performing and completing their tasks that have been given. The staffs are cooperating each other in doing the task and finding a way to solve the task. They also share the knowledge each other to solve the problem. With that, the task will be easy to complete it. As we all know, without having an integrity in doing the job, it will never be done and it will affect the performance of the company. Their boss plays a very important role in this to guide and evaluate their work. Supervisors must be given the proper professional support to improve their supervisory abilities and provide accurate subjective assessments of the work of the instructors in order to effectively oversee and mentor the teachers. This is important for good teaching and learning to happen. (Antonio, 2019). We can assume that the supervisor as their boss and the teacher as them.

As an example, Majlis Daerah Jerantut had a program called 'Hari Jerantut Bebas Karbon' that invited all Jerantut residents to participate. This can be proved that they have successfully managed the program with the cooperation of all Majlis Daerah Jerantut's staffs from getting a good feedback and a good response from the residents at there. In order to further strengthen the professionalism in carrying out duties, all of the staffs need to reinforce the qualities that must be present in themselves when they work such as tolerance, cooperation and selflessness. This will have a very good effect on the performance of the company and maybe it can lead to be the best company among another district council. According to Aziz, Ansari, & Alam, (2019), a company with a reputation for acting in a certain way is likely to attract the greatest talent, enhancing its competitive edge and ultimately increasing its worth.

- **High-performance employees**

During my internship period at Majlis Daerah Jerantut from what I observe, the staffs at there are very skilled doing their jobs. They look very efficient and can complete their work quickly. Most of the staff at Majlis Daerah Jerantut are the employees who have worked for years, so they always do the same work repetitive. People who have high talents for a work are more likely to be comfortable with the job than people who don't have the ability to do the task (Sungu, Weng, & Kitule, 2019). A subset of the workforce known as skilled labor is equipped with the particular knowledge, education, and experience needed to complete more difficult physical or mental activities than are typical for the position. Higher or more specialized education, as well as expertise levels obtained via training and experience, are typically characteristics of skilled labor.

With this strength, the Key Performance Indicator of Majlis Daerah Jerantut will increase. Since financial indicators have traditionally been used to govern organizations, sustainability KPIs are crucial for developing business plans and assessing how well companies are performing in relation to their goals. According to Mazzi et al., (2012), as certain sustainability initiatives entail significant financial investments and may have a significant overall influence on the organization, firms must comprehend and monitor performance to maximize strategic efficiency. Majlis Daerah Jerantut can also can also achieve their goals and objectives continuously with the presence of high-performance employees. To sustain this strength, the Jerantut District Council needs to give benefit to the employees who have contributed their energy in developing the company's performance. For example, they can give more bonuses to these employees.

II. Weaknesses

- **Poor building infrastructure**

The infrastructure referred to the fundamental physical framework of an organization, region, or country. It frequently pertains to the creation of public goods or industrial activities. Majlis Daerah Jerantut have a very poor office environment that is having a very narrow and small office space. They only have 3 floors that accommodate 12 departments and units with estimated 130 staffs in the building. This means they have to share an office with other units and as a result they do not have enough space. In addition, all types of files that have payment receipts such as business licenses, tax assessments and customer compounds are also stored in the office.

This can give a very bad effect on employees, one of the effects is they can get a Sick Building Syndrome. It is a typical phrase for a collection of symptoms that only affect 2 out of every 10 workers during work hours. Poor ventilation directly contributes to poor infrastructure, which leads to SBS (Sick Building Syndrome), which results in poor indoor air quality in a working environment. According to Jung et al., (2021), SBS can lead to a number of health hazards including headache, migraine headache, exhaustion, constant sneezing, and sleeping disturbance, could be brought on by the deteriorating building.

My recommendation to reduce the poor building infrastructure is they need to add another building or renovate to make the building become bigger. Superior officers need to take care and monitor the health of their employees so that they can work well and give profit to the company. Don't just want to make a profit if you don't provide good facilities to the employees because it will have a big impact on the good name of the company and the company won't develop. A worker who enjoys their job will perform at their peak level. When contagious sickness sufferers report to work, they risk infecting their co-workers and decreasing both the staff's and the organization's productivity (Rasheed & Rotimi, 2022). Only an excellent infrastructure can provide the energy for a productive workplace. The environment at work directly affects how people think. It not only increases productivity but also facilitates effective staff performance. Additionally, it keeps them concentrated and motivated to perform their duties so that the company can continue to expand.

- **Limited budget to held a program**

A budget is an estimate of income and expenses for a given future period of time that is often created and reviewed on a regular basis. Any organization that wishes to spend money, including businesses and governments, as well as individuals and households of any economic level, can create a budget (Ganti, 2023). One of the duties of Majlis Daerah Jerantut is they are holding a program that can reveal to the public about the sustainability and facilities of infrastructure from time to time that has been made by Majlis Daerah Jerantut. They also being able to encourage the residents of Jerantut to always socialize with each other thus can also see and will be attracted by the beauty of Jerantut.

The problem is that they lack the budget to make such a program and it can be calculated that they can only make 2 to 3 programs in a year. This is a bad thing to attract the public about this district which is a tourist attraction. The budget is only depending on the allocation of the state government. Although the payment that has been paid by the customer such as business license, assessment tax and compound can be obtained by the company, but the financial resources are to be used to preserve and improve this district and not used to hold the programs.

My recommendation to get or make more budget is Majlis Daerah Jerantut can find more sponsorships to sponsor and support the program that yielded good results for the contributor and also the people of Jerantut. According to Coobs et al., (2020), with a predicted global growth of 6% as of 2019, sponsorship is currently the fastest-growing marketing communication instrument in terms of both volume and reach. If the program succeeds in giving good and satisfactory results, it will attract more sponsorships to advance the program and at the same time can strengthen the name of Majlis Daerah Jerantut.

III. Opportunities

- **Employment laws**

Each company have their own employment laws to protect the labor right of their employees. According to Wu & Luo (2022), the protection of labor rights and the rule of law are related issues in employment laws. The example that Majlis Daerah Jerantut gives to the employees is the award of Gantian Cuti Rehat (GCR). Due to the importance of service, cash rewards are granted to civil servants who are unable to use their vacation day. the company should give this award when they are retired but, the employees can claim half of this award while they are still working and the other half will be given when they retire later. this can give great benefits to the company because they don't have to pay in full when they retire because we don't know what will happen in the future. If it gives priority to its employees, the company's budget management will be equal and more effective from time to time.

By giving this GCR award to employees, it can help those who have financial problems or want to use the money for their personal needs. So, the company will also get a good return as employees will work hard in their work. Next, in terms of their pension in the future, it will be easy to manage and calculate their pension when they get their GCR award and at the same time it can help employees who have not yet received their pension. With this opportunity, it can raise the image of the company, attracts more talent workers. Young people will be easily attracted apply and work in Majlis Daerah Jerantut with these GCR award. Moreover, it can gain more trusts from the people because of this benefit. From that, Majlis Daerah Jerantut will be the company that can be trusted by the publics and at the same time it can attract more sponsorship to sponsor the programs that will be held by them.

Majlis Daerah Jerantut can take this opportunity in a way that they can create awareness about the advantages of working in the company. They can advertise this advantage during the opening of vacant positions on billboards even though consume a little bit of cost at Jerantut City or on social media such as Facebook, Twitter and Instagram. Companies use social media for a variety of purposes, including brand awareness, attracting new clients, customer engagement, customer interactions and conversations, word-of-mouth (WOM) reputation building, brand image enhancement, industry leadership development, relationships with customers and other stakeholders, and network building (Salo, 2017; Pentina et al., 2018).

- **Become a tourist attraction**

Tourist means a person who goes to a city, town, or historical place for the enjoyment of seeing that places. When we put ourselves as tourist, we must want to go to a place for vacation that can calm us, a place that can give us some lesson or places that can satisfy our hearts. Tourism is one of the very important sectors to the country which it can increase the national income. Jerantut is the best area for tourists to come because it is the largest district in the Pahang and it has various attractions and interesting places for tourists to visit. If they interested in visiting places that have flora and fauna that are very beautiful and pleasant, tourists can come to Taman Negara located in Kuala Tahan, Jerantut. They can enjoy the natural beauty and breathe in the fresh air as there have the plenty of greenery. Besides, Jerantut also has a historical exhibition called the Mat Kilau Gallery. We also know Mat Kilau is a hero who has defended the homeland from enemies. It is very interesting for us to know the history about him. These interesting places is an effort that has been developed and maintained by Majlis Daerah Jerantut as a tourism center. They have contributed a lot to the place being constantly visited by the tourists.

Majlis Daerah Jerantut needs to play an important role in preserving and developing this district, so that it can be famous and get high income from outsiders or tourists in order to make more effective development in the future. With this opportunity, Majlis Daerah Jerantut can boost the economy of the district if more tourists come there. With that, they can generate income to add more infrastructure and facilities in Jerantut to make it better and more effective tourist destination. Furthermore, to being a source of income, tourist revenue aids in funding public infrastructure and services including transportation, healthcare, and education (Hang, Andereck, and Vogt, 2019).

III. Threats

• Technological changes

In this age, technology is very important towards people because they use it to communicate, get the information or use it for their daily life. The technology has the potential to have a big impact on both the local population and the global population. For example, the technology may have a huge impact on local landscapes and dependencies as well as human rights concerns when procuring the materials for wind turbines (Buchmayr et al., 2022). But the elderly still does not know about the latest technology and this causes them to be out of date and not exposed to the new environment. Since many of Majlis Daerah Jerantut's employees are aged which they work more than 20 to 30 years because they have been working since the 90s, which means at that time, the technology was not widely used. Everything must record in books or papers that compiled in files especially things regarding worker service records. So, when the technology start, there is a system called Human Resource Information Management System (HRMIS) to record all employee services. HRMIS is one of the systems used by the Malaysian Public Service Department to make sure civil servant management is more organized and ethical (Pendidikan2u, 2017). Employee who are in charge of the system need to take time to adjust to this technology and at the same time, they need to attend training for HRMIS system so that they know how to use the system and easy to adapt.

As an example, when staff want to apply for sick leave, they need to apply on the system together with medical leave. So, the employee in charge of the system needs to write the details of the medical leave into the system again and not write it in the employee service record book. Because they are used to writing in books before, they become slow to key in data in the system. Evidence of leave that has been given by the employee before this which is in the book, they need to fill in to the system again. So, this thing can affect the efficiency of employees who are in charge of that system. They will get too much work and at the same time they have to focus on new things. Majlis Daerah Jerantut can't do anything with this threat because it really needs to be compatible with today's technology that often changes from time to time. But they can give more benefits to these employees such as a high allowance than others, giving them more days off, and so on. In addition, the company also can give opportunities to young people to work there because they are more exposed to the latest technology. So, they must already be efficient in using that systems. This can give a very good impact on the performance of the company. Understandings of how educational and other socializing contexts combine in young people's lives and identities are still being developed as a result of learning and identity

manifestations across numerous contexts (Hällgren and Björk, 2022). This means that the latest technology is very easy for young people to use and learn.

- **Bad impression from the society**

An individual or business that purchases goods or services from another company is known as a customer (Kenton, 2023). Customers are crucial since they increase sales. Businesses cannot live or grow without them. Majlis Daerah Jerantut needs to treat their customers well to improve the company's image. If the customer is not satisfied with the service from them, the image of the company will be bad and the public will have a bad impression of the service provided by the company. As an example, who always get the bad impression is customer service. When they have entertained or connected the call to the department that the society want, the department does not answer. When the customer service called back, they get angry or swear because they argue why they didn't answer the call. The society thinks that the people who that they want to deal is always there.

Besides, we also know that if a person is not satisfied with something, they will share that dissatisfaction on social media such as Facebook, Twitter and Instagram. Companies are now subject to bad sentiment communicated via these channels, regardless of whether they choose to engage in these platforms, as consumer-brand connection is no longer just defined by purchase or consumption (Quinton, 2013). If it goes viral, society outside will be impressed by the impression that given by people who share their problems on social media. They will be looked down to Majlis Daerah Jerantut and at the same time it will have a bad impact on the company. To prevent this threat from happening continuously, Majlis Daerah Jerantut can hold an event where society can issue their dissatisfaction to improve their service next time. They also need to accept every review from society and discuss it with them so that the society can accept well and no longer look down to the company next time. According to Amin et al., (2021), customers' views and expectations of services and products are evaluated to determine customer satisfaction. This will no longer happen and they will be comfortable dealing with Majlis Daerah Jerantut when they satisfied.

CONCLUSION

Industrial training can boost the mind of students to look more widely and getting an experience to the real-work. To summarize it, the benefits for students who need to facing the industrial training are they can expand their skill set in the field in which they specialize. They can put what they have learned in the classroom into practice. Furthermore, they can clarify for them what is expected of them, to give them traits like leadership and ethics and to boost their confidence. As a final year student Bachelor Degree of International Business (BA246), I can determine and get well prepared before enter a real-world of working after this.

Almost 6 months I doing an internship at majlis Daerah Jerantut. Based on my experiences during industrial training at Finance Department, I know how to learn and handle all the attitudes and work especially my emotions. The company gives me access to a real working atmosphere. In addition to learning about the basic work scope here, they also have the chance to put the work scope into my training using my own strengths and abilities while I interning. Being in the Finance Department, where I was able to improve my skills and abilities, was advantageous for me. My colleagues always give me support or motivation both physically and mentally to complete my daily tasks even though they also have a lot of works to do. I appreciate all of their help and lead while I had lost my courage at the certain point and they for sure had gathered me back into conscience effortlessly. Next, I was able to gather and complete with information about a SWOT analysis of Majlis Daerah Jerantut in this report. I hope that through my internship at that company, I can bring my experience and lesson that I had been learnt to the real working life one day.

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APPENDICES

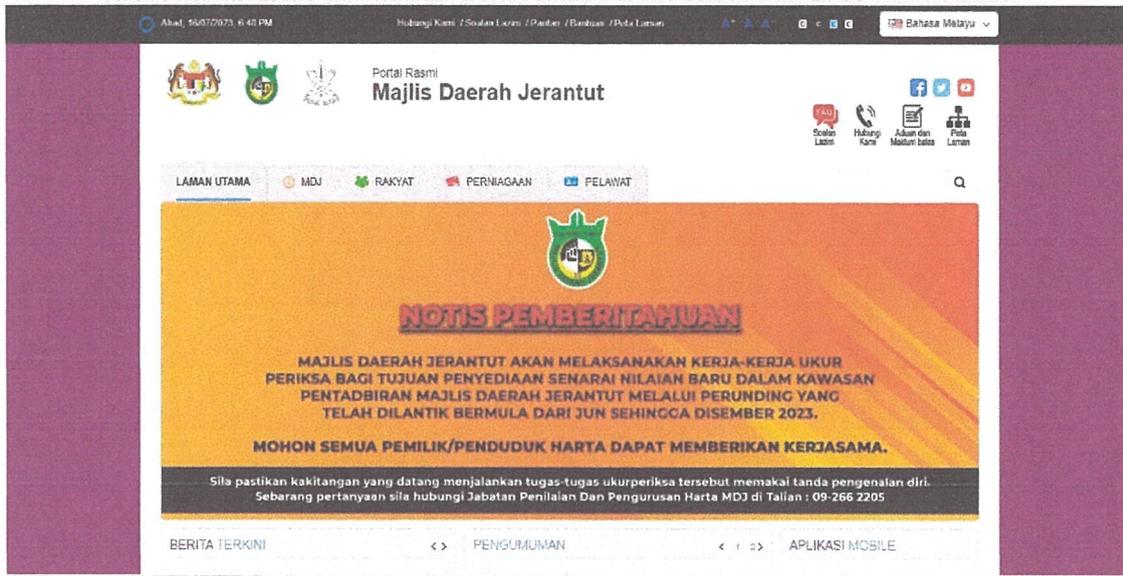


Figure 5 Official Website Majlis Daerah Jerantut



Figure 6 Official Facebook Majlis Daerah Jerantut



Figure 7 Weekly Healthy Exercise Program, Aerobics on 3/3/2023



Figure 8 Majlis Anugerah Perkhidmatan Cemerlang 2022



Figure 9 Attend Course at Kuala Terengganu