



اوتو سبقي تياكونا لوكي انازا  
UNIVERSITI  
TEKNOLOGI  
MARA



PEJABAT DAERAH DAN  
TANAH KUALA KANGSAR

HR INTERNSHIP (HRM666)



**INDUSTRIAL TRAINING REPORT AT**

# **"PEJABAT DAERAH DAN TANAH KUALA KANGSAR, PERAK"**

1 MARCH - 15 AUGUST 2023

**NAME : NURUL FATIHA BINTI MD SALLEH**

**STUDENT ID : 2020489292**

**PROGRAMME : BA243**

**ADVISOR : MADAM NURUL FARIHIN BINTI MHD NASIR**

**EXAMINER : DR SHAMSUL ANAZ KASSIM**

## **1.0 EXECUTIVE SUMMARY**

This internship report is based on 6-month industrial training experience at "Pejabat Daerah dan Tanah Kuala Kangsar". My supervisor, Ms Jasmei Norhuda Binti Razalli, has assigned me to complete my practical training in the District Management department. My internship at "Pejabat Daerah dan Tanah Kuala Kangsar" will last 24 weeks, beginning on March 1, 2023, and ending on August 15, 2023. The industrial training period is long enough for me to learn many new things and gain valuable work experience in dealing with people. During my industrial training, I was exposed to the current state of the work environment. I developed my skills and learned effective communication techniques.

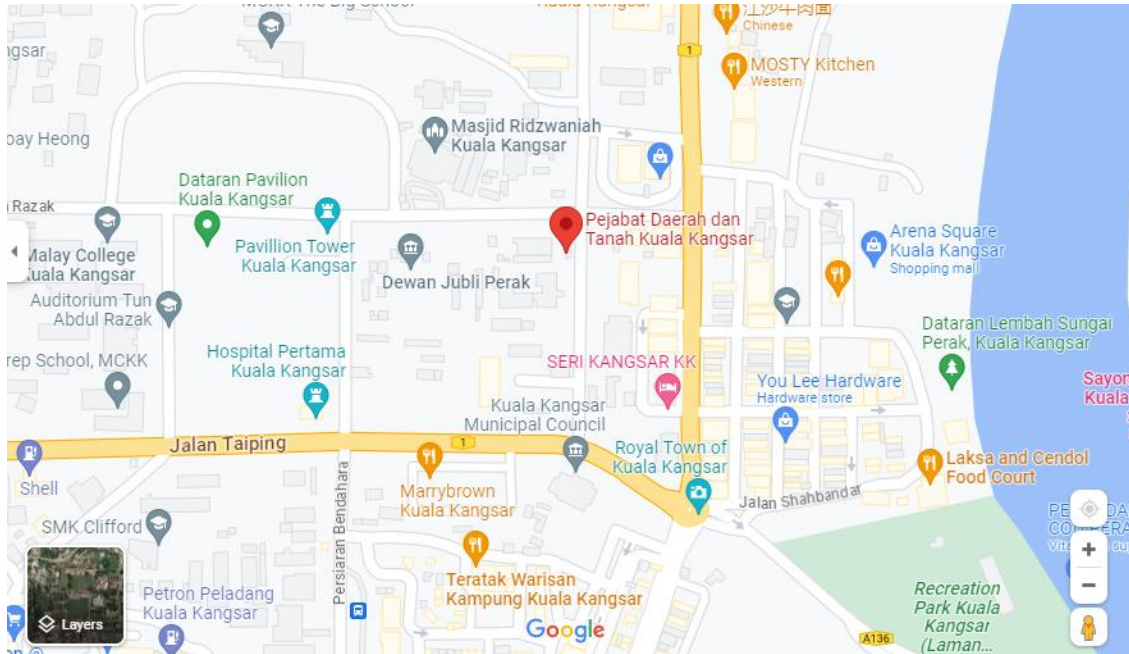
In this internship report, I include my resume in the student's profile section. My personal information is included on the resume. Second, I have included my internship company profile, which includes details such as the company's name, location, background, vision and mission, objective goal, and organisational structure. I also included a training reflection in this report, which includes the duration of the internship, details about the department to which I was assigned, my roles, and the benefits I gained. I also mentioned the SWOT and PESTEL analysis. The PESTEL analysis framework is used to conduct the SWOT analysis. The primary goal of this report is to assess students' understanding of the industry and to serve as part of a reflective journey on what was accomplished during the 24 weeks of the internship. Finally, I discuss and recommend improvements to "Pejabat Daerah dan Tanah Kuala Kangsar".

## 2.0 TABLE OF CONTENTS

<b>NO</b>	<b>CONTENTS</b>	<b>PAGE</b>
<b>1.0</b>	<b>EXECUTIVE SUMMARY</b>	<b>i</b>
<b>2.0</b>	<b>TABLE OF CONTENTS</b>	<b>ii</b>
<b>3.0</b>	<b>ACKNOWLEDGEMENT</b>	<b>iii</b>
<b>4.0</b>	<b>STUDENT'S PROFILE</b>	<b>1-2</b>
<b>5.0</b>	<b>COMPANY'S PROFILE</b>	<b>3-5</b>
	5.1 Company Background	3
	5.2 Vision, Mission & Objective	4
	5.3 Organizational Structure	5
<b>6.0</b>	<b>TRAINING'S REFLECTION</b>	<b>6-9</b>
	6.1 Duration	6
	6.2 Roles and Responsibilities	7-8
	6.3 Benefits	9
<b>7.0</b>	<b>SWOT ANALYSIS</b>	<b>10</b>
<b>8.0</b>	<b>SWOT MATRIX</b>	<b>11</b>
<b>9.0</b>	<b>DISCUSSION &amp; RECOMMENDATION</b>	<b>12-21</b>
	9.1 Strength	12-14
	9.2 Weaknesses	15-17
	9.3 Opportunities	18-19
	9.4 Threats	20-21
<b>10.0</b>	<b>CONCLUSION</b>	<b>22</b>
<b>11.0</b>	<b>REFERENCES</b>	<b>23-25</b>
<b>12.0</b>	<b>APPENDICES</b>	<b>26-33</b>

## 5.0 COMPANY'S PROFILE

### 5.1 Company Background



**Figure 2: Location**

“Pejabat Daerah dan Tanah Kuala Kangsar” is located at Kompleks Pentadbiran Daerah, Jalan Raja Chulan 33000, Kuala Kangsar, Perak Darul Ridzuan. “Pejabat Daerah dan Tanah Kuala Kangsar” is a local council in Perak. It manages local development plans, licencing issues, and social and local welfare. There are nine sub-districts in Kuala Kangsar District, namely: Chegar Galah, Kota Lama Kiri, Lubok Merbau, Kampung Buaia, Senggang, Sayong, Kota Lama Kanan, Sungai Siput, and Pulau Kemiri.

Mr Zulhisham Bin Ahmad Shukori, as District Officer, has led this office. The office is open from Monday to Friday. Monday through Friday, the hours of operation are 8:00 a.m. to 5:00 p.m. The organization's main motto is "Customer Satisfaction is Our Priority." Constantly improving work quality through innovative ideas, acting, and performing every task and activity with complete integrity to produce the highest, optimal, and long-term results for stakeholders, customers, and all department members (Ptg Perak., 2021).

## **5.2 Vision, Mission & Objective**

The organization's vision is to provide quality, innovative, and responsive District Management services, conducive infrastructure facilities and the development of a mentally resilient community. Aside from attempting to improve land development following current development progress. (Ptg Perak., 2021).

The organization's mission is to build a dynamic, productive, disciplined, efficient, and trustworthy "Pejabat Daerah dan Tanah Kuala Kangsar" geared towards community and local economic development to realize the National Vision. (Ptg Perak., 2021).

The organization's goal is to efficiently and effectively provide quality services to District Administration members in General Administration, Finance, Services, and Recruitment. Furthermore, strive to provide high-quality services in the areas of disposal, development/land registration, and revenue collection under the Land Code and revenue collection under the National Land Code (NLC) and related laws, as well as law enforcement. Finally, it intends to conduct human development projects to improve people's well-being. (Ptg Perak., 2021).

### 5.3 Organizational Structure



Figure 3: Organizational Chart

This administration is divided into four divisions: Management Services Division, Rural Development Division, Land Management Division, and Legal Division. Mr Zuhisham Bin Ahmad Shukori is the District Officer at the “Pejabat Tanah dan Daerah Kuala Kangsar”. Other Assistant District Officers who assisted him included Miss Syurina Binti Shapiai, Noor Aniza Binti Mansor, Akmall Ersyariah binti Abdul Razak, Lailatulmeah binti Adnan, and Jasmei Norhuda Binti Razalli.

## **6.0 TRAINING'S REFLECTION**

### **6.1 Duration**

I have undergone industrial training from 1 March 2023 until 15 August 2023 for 24 weeks. Working days at "Pejabat Daerah dan Tanah Kuala Kangsar" are from Monday to Friday. The organization also practices flexible working hours. Officers can start work between 7.30 am and 9 am and leave between 4.30 pm and 6 pm to complete a day's work. Lunch time is 1.00 pm to 2.00 pm. All employees must work at least 8 hours daily, excluding a one-hour break for rest and lunch.

## **6.2 Roles and Responsibilities**

This administration is divided into four divisions: Management Services Division, Rural Development Division, Land Management Division, and Legal Division. Organizational Management Units, Finance, Human Resources, Information Technology, Records and Events are part of the Department of Management Services. I have been assigned to the Management Services Division under Human Resources Division supervised by Cik Jasmei Norhuda Binti Razalli. My tasks and roles are not limited to the Human Resources department; I also assist other employees in the Finance and Events Units as needed.

I managed the employee service book, which records leave, salary increases, and employee bonuses in each department at "Pejabat Daerah dan Tanah Kuala Kangsar" in the Human Resources Unit. I am responsible for entering all pertinent information into the employee service book. I am in charge of entering all relevant information into the employee service book. For example, I have been assigned to record the Eid bonus 2023, up to RM700 for each employee in each department at "Pejabat Daerah dan Tanah Kuala Kangsar". In addition, I helped make a copy of the employee's salary slip to obtain a bank loan to buy a car and a house.

Furthermore, I am in charge of assisting in the planning of events organized by the organization. For example, the Excellent Service Award Ceremony, the Breaking the Fast with King Dihilir Ceremony, the organization's Team-Building Programme, and the Perak Darul Ridzuan state awarding ceremony in conjunction with His Majesty the Sultan of Perak Darul Ridzuan's 66th Birthday. I am responsible for managing tentative programmes and serving as the secretary for each programme run as part of my job. I assisted in the initial programme design preparation and ensured that all programme requirements were met. For example, when handling the Excellent Service Award Ceremony, I was tasked with locating a hotel and compiling a list of employee names to organize their rooms. It provided me with extensive exposure to the experience of managing corporate events.

In addition, I was tasked with creating posters for the organization's programmes, which would be displayed on the organization's official social media pages. For example, an Eid al-Fitr poster, a banner for the Excellent Service Award Ceremony, Deepavali Day, Star Rating System (SSR) and many others. Each design must also be shown to the supervisor for approval before being posted on social media platforms such as Facebook. I was also tasked with creating a certificate for each organization's programme. Certificates produced include the



Team-Building Programme Certificate, Official Letter Writing Course and Government Memo, Tenpin Bowling Team, and many more.

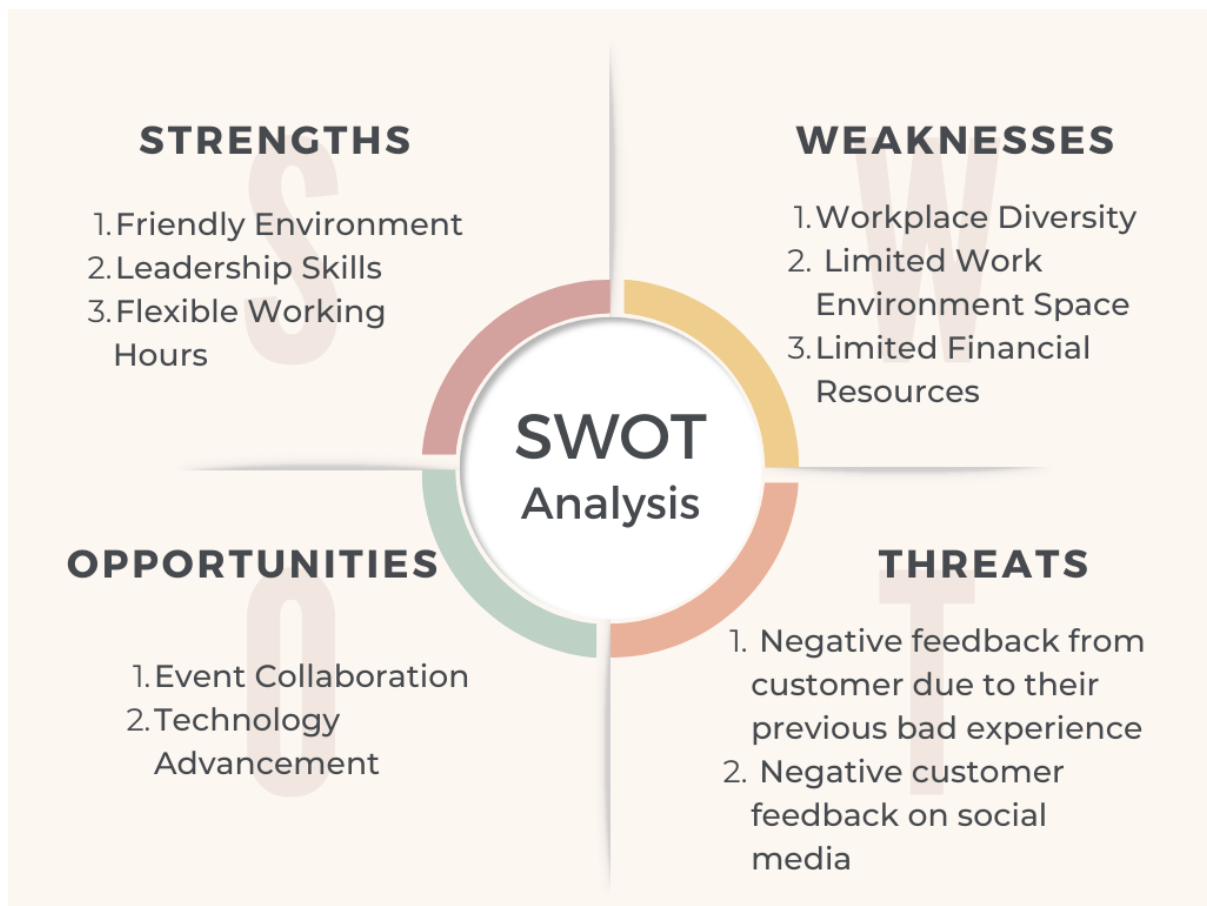
### **6.3 Benefits**

While undergoing industrial training at "Pejabat Daerah dan Tanah Kuala Kangsar", I did not receive any allowance. Nonetheless, it provided the invaluable experience I could not have obtained elsewhere. It can also help me improve my skills in other areas. Thinking abilities, problem-solving abilities, and communication abilities are examples.

Every task assigned to me requires a creative way of thinking and the ability to solve any problems that arise. It has helped me in developing a more effective way of thinking. While managing the organised event, I learned how to negotiate. For example, if I disagree with an employee while managing a programme, I must ensure that my opinion is thoughtful so that no problems arise later. It provided me with new experiences when I had to effectively reject other employees' opinions and persuade them of my own. It gave me new experiences and allowed me to meet people from various backgrounds and positions.

Furthermore, it improves my communication skills so I can communicate more confidently with everyone. Confident communication is beneficial at work and during the job interview process (Northup, G., 2023). Working in this organisation requires me to interact with people of all ages and genders. When I am frequently assigned to help manage a programme, I am more confident in meeting new people. It will help me improve my communication skills. This experience can also help me in the interview process when looking for work. Employers are more likely to accept candidates who are self-assured and have good communication skills than candidates who are quiet and shy.

## 7.0 SWOT ANALYSIS



**Figure 4: SWOT Analysis**

## 8.0 SWOT MATRIX

	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
	<ol style="list-style-type: none"> <li>1. Friendly Environment</li> <li>2. Flexible Working Hours</li> <li>3. Leadership skills</li> </ol>	<ol style="list-style-type: none"> <li>1. Workplace Diversity</li> <li>2. Limited Work Environment Space</li> <li>3. Limited Financial Resources</li> </ol>
<p><b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1. Event Collaboration</li> <li>2. Technology Advancement</li> </ol>	<p style="text-align: center;"><b>SO Strategies</b></p> <ol style="list-style-type: none"> <li>1. Staff in the organisation should be friendly to the community, particularly in events that involve collaboration from various government or private agencies because it can give them a good impression while also attracting interest to collaborate in future events.</li> <li>2. Flexible working hours allow employees to use technology to create a collaborative work environment in which employees are dedicated to doing the best work for the organisation while also requiring the flexibility to work from anywhere other than the office.</li> </ol>	<p style="text-align: center;"><b>WO Strategies</b></p> <ol style="list-style-type: none"> <li>1. Every employee should be given an equal opportunity to express their views by being exposed through collaborative events with other agencies because everyone has a unique set of strengths and skills that others can learn from.</li> <li>2. Organizations can save space by digitizing as many files as possible and storing work files on a shared computer or drive. Online document management software makes stored data easy to search, analyze, share with others and use for forecasting.</li> </ol>
<p style="text-align: center;"><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. Negative feedback from customer due to their previous bad experience</li> <li>2. Lack of workers</li> </ol>	<p style="text-align: center;"><b>ST Strategies</b></p> <ol style="list-style-type: none"> <li>1. Employees need to respond in a positive and friendly manner when dealing with dissatisfied customers. They should implement precautions and conduct surveys with customers, to avoid a lot of negative feedback.</li> <li>2. Organizations need to promote flexible working throughout the recruitment process by advertising job vacancies as being open to flexible working so that employees are more attracted to the position on offer.</li> </ol>	<p style="text-align: center;"><b>WT Strategies</b></p> <ol style="list-style-type: none"> <li>1. Organizations need to be open to listen to the opinions of both employees and customers in order to improve the customer service system.</li> <li>2. Organization need to develop conducive work environment to increase productivity among employees and recruit new employees.</li> </ol>

**Table 1: SWOT Matrix**

## **9.0 DISCUSSION & RECOMMENDATION**

### **9.1 STRENGTH**

#### **9.1.1. Friendly Environment**

"Pejabat Daerah dan Tanah Kuala Kangsar" has a friendly environment. The organization's employees have a close relationship, almost like a family. They also have a strong team spirit, which includes trusting, communicating effectively, and always supporting one another. They also treat and respect everyone equally, regardless of rank, whether top management or regular employees. If someone requires assistance, they will always be available to lend a helping hand. Because of the very calm and friendly work environment, I easily adapt as a practical student when I am in the office. If there is a task that I am having difficulty understanding, they will assist me by explaining it in greater detail. It made me feel more at ease and less hesitant to ask questions about everything in the organization. This friendly atmosphere has benefited the organization. It has succeeded in improving the performance of every employee in the organization in this regard. A friendly environment can reduce employee stress and lighten their workload while at work.

Organizations may maintain positive work environments by encouraging open communication. An open communication situation is one in which people can freely express their thoughts and ideas to one another. Ensuring that all employees feel at ease communicating with one another is critical. In this regard, all employees should be encouraged to openly share their ideas and concerns (Laker, B., 2023). For example, during organizational meetings, everyone should have an equal opportunity to share their thoughts. Employees who believe their ideas are heard and valued are more likely to stay with the organization because of its pleasant environment. It is because they will feel more empowered to do a better job (ExtensisHR., 2023). Employees are more motivated when they believe they are valued and respected. According to research, those who feel heard on the job are 4.6 times more likely to be empowered to do their best work (Jornod, A., 2021).

### **9.1.2 Leadership Skills**

The District Officer and the head of the department at "Pejabat Daerah dan Tanah Kuala Kangsar" have good leadership skills. They can communicate well, motivate their team, manage and delegate responsibilities, listen to feedback, and solve problems in an ever-changing workplace (Doyle, A., 2022). When communicating with employees, they demonstrate their leadership abilities. For example, they make certain that each assignment is clear and precise. Listening is an important part of communication. Leaders should always be willing to discuss problems and concerns with their employees. They must find a way to solve every problem while minimizing risk as much as possible. Indeed, leaders in this organization provide encouragement and motivation to employees to encourage them to improve their work performance. Building a good relationship between leaders and subordinates has allowed them to communicate freely at work. As a result, they are more approachable and open to hearing different ideas from each employee. Good leadership skills among officers have been a strength for this organization because they have contributed to improving its work quality.

The organization can build on this strength by offering more training classes to its employees. It is critical to ensure that the organization has skilled and experienced employees. Training programmes can also assist employees in preparing to advance to higher-level positions and assume more responsibility within the organization (Valamis., 2023). These programmes will assist them in developing the skills required to function more effectively in their new roles. This training can help them develop leadership skills. Employees who receive training improve their skills and knowledge of the job and their confidence in their abilities. It will boost their productivity and allow them to work more efficiently and effectively. Organizational leaders must recognize the importance of training and development in employee performance and evaluation. A good training programme will always assist employees in becoming acquainted with the ethics, values, policies, visions, and missions of their organization (Herrity, J., 2023). Finally, they will gain more job knowledge and experience after completing the training classes. As a result, more employees in the organization possess leadership skills, which are critical for improving the quality of its work.

### **9.1.3 Flexible Working Hours**

"Pejabat Daerah dan Tanah Kuala Kangsar" have flexible working hours. According to Service Circular 05/ 2019, officers may start to work anytime between 7.30 am and 9 am and leave between 4.30 pm and 6 pm to complete one working day (Malay Mail., 2019). Because of the flexible working hours, employees in this organisation do not feel obligated to come to work. It also helps employees better balance their personal and professional lives. Employees, for example, have control over their workday when they have flexible working hours. In this regard, they can begin and finish their work whenever they want. It enables them to schedule their work day around other obligations such as doctor's appointments or dropping off and picking up children from school. Fortunately, employees in this organisation can work around their family or personal commitments. They can also spend time with their families because they are well-rested with work. Indeed, having flexible working hours can help increase productivity. Indeed, flexible working hours can help increase productivity and employee job satisfaction. It may also result in higher job satisfaction, leading to fewer employee turnovers for the company.

Organisations can set measurable goals and ensure their employees know what is expected of them. Measurable goals are objectives that you set for yourself that are specific, attainable, and time-bound. It helps track each employee's progress and ensure that the goals are realistic. Setting workplace performance goals can motivate employees and provide a framework for measuring their performance (Grcolutions., 2020). For example, set a daily or monthly goal for the amount of work you want to do each day (Sheanoy, P.,2023). In this case, every head of the department must explain to the employees what they expect from the results of their work. As a result, every organisation should define performance goals as precisely as possible and make them as easily measurable as possible. The performance management system is critical for assessing how well employees achieve their objectives. This action is also one of the most effective ways for organisations that use flexible working hours to improve work quality. This action ensures employees do not abuse the facilities provided while improving their work results. Overall, employees and managers must develop a certain level of trust in a flexible schedule to work.

## **9.2 WEAKNESSES**

### **9.2.1 Workplace Diversity**

Diversity in the workplace is defined as employing people of different ages, genders, ethnicities, sexual orientations, cultural backgrounds, and education levels (Stahl, A., 2022). This organization's workplace diversity needs to be improved. Most employees in the organization, including top management, middle management, and lower management, are Malay. The organization has only a few Indian employees. It has resulted in significant gaps in workplace diversity and racial inclusion. Diversity is critical in an organization because it fosters employee creativity and innovation. Furthermore, there is an age gap in this organization. It is also referred to as Generation Gaps. Employees' communication styles, understanding, and work ethics have all suffered due to the generation gap. As a result, they have differing perspectives on resolving organizational conflicts. Because of their age, young people find it difficult to provide ideas. Because they have more experience, older people believe that young people should listen to their opinions on something in the organization. Because of the significant age and ethnic differences, organizations have found it difficult to demonstrate new ideas and accept reforms. Most employees need help to demonstrate a creative and dynamic way of thinking in this regard. It is because the dynamited idea usually comes from young workers thinking outside the box. Various brilliant ideas can be proposed when people come from different backgrounds, have different life experiences, and see the world differently.

Organizations must practise cultural empowerment when dealing with this issue. Department heads must play a role in addressing workplace diversity issues by encouraging an empowerment culture. Cultural empowerment can be achieved by creating a workplace environment that encourages people with diverse skills to work together in teams. The empowerment culture is expected to improve communication and team spirit among the organization's employees. Furthermore, organizations can encourage employee collaboration. This action aims to bridge the gap between generations by increasing interaction between each generation. Encourage employees to focus on each other's strengths and form cross-functional teams to allow employees from various backgrounds to collaborate (Grcsolutions., 2020). It allows us to have a better discussion and solve problems immediately. It demonstrates that the methods discussed can be used to overcome workplace diversity.



### **9.2.2 Limited Work Environment Space**

Another area for improvement of the organization is its small building and limited workspace. In this case, the building has three floors with minimal space. The workspace for management is small. I need a place or a desk to complete my tasks as an industrial training student. As a result, I and the other intern students were assigned to work together in the meeting room to complete our tasks. When employees need to hold a meeting, we must go outside and sit at another staff table until the meeting is finished. We must also pack all of our belongings and relocate them. As a result, this situation has made us feel uncomfortable at work, and it also interferes with and affects our daily tasks and increases our stress due to the unfavourable working environment. It demonstrates the organization's weakness. Furthermore, this will be a problem for them when the audit comes to check. As a result, the organization's limited space becomes a weakness because it can affect the quality of work and the performance of "Pejabat Daerah dan Tanah Kuala Kangsar" employees. It is easier for employees to focus on the task at hand when they work in a pleasant environment. It helps in getting employees into the proper working mindset.

This issue, however, can be solved by providing more space and desks for employees. They must rearrange the position of the workers' desks to make the arrangement more organized and orderly. It aims to save space while providing a comfortable workspace for all employees (Gcglobal., (2021)). Furthermore, more space in the form of storage or drawers can be provided to allow employees to work more efficiently. Organizations can also take the lead by reorganizing office paperwork and files. Organizations can also save space by digitizing as many files as possible and storing work files on a computer or a shared drive. Employees should keep their belongings organized so that the entire desk is only used to store laptops and other important items. If office space can be expanded, it may solve the problem of limited workplace space and make it easier for employees to work. As a result, providing a pleasant working environment can boost employee morale.

### **9.2.3 Limited Financial Resources**

Organizations need to improve in that they have limited financial resources. Financial resources are required for development, growth, and innovation (Moscalu et al., 2020). Lack of financial resources restricts their performance and growth and the introduction of many innovative products and services into the market (Owusu et al., 2019). In this regard, the organization's allocation in 2023 is lower than the previous year. The allocation received in 2023 is up to RM 8,763,257.38, while it is up to RM 9,318,540.55 in 2022. This situation caused the organization to save to reduce its expenses. This situation has restricted the organization's survival until the year's end. It has also caused employee dissatisfaction because the lack of funds has made it difficult to claim overtime allowances and travel costs. Employees' ability to perform well has decreased due to their inability to focus on completing a task. It occurred as a result of the organization's financial problems, which had a negative impact on the employees.

Organizations must take a proactive approach and look into various financing options to ensure they have adequate financial resources when the economy recovers. Good financial management will assist organizations in making better use of resources, gaining a competitive advantage, and preparing for long-term financial stability (Nibusiness., 2020). This flaw can be overcome by devising strategic plans to reduce office expenses. Making a budget is the most important step in dealing with financial problems. It is essential so that the organization's expenses can be reduced. The organization must ensure that all provisions are adequate until the end of the year. Organizations, for example, must limit employee overtime to RM 300 per month. The organization previously did not limit overtime payments to employees, causing the organization to face financial difficulties. As a result, this initiative could indirectly save the department money for future programmes.

## **9.3 OPPORTUNITIES**

### **9.3.1 Event Collaboration**

Organizations that engage in cooperative activities establish norms for cooperation to achieve a shared or common goal. It usually aids in the easier separation of functions when planning an upcoming event (New, T. S. of., 2021). "Pejabat Daerah dan Tanah Kuala Kangsar" (PDTKK) has organized numerous events in collaboration with various government and private organizations. For example, "Majlis Perbandaran Kuala Kangsar" (MPKK), the Fire Department, and numerous others. Among the programmes carried out is the Lambuk Porridge Stirring Programme. This collaboration is critical because it contributes their expertise to the benefit of a common goal, project, or mission. It also provides an opportunity for PDTKK to attract more people to follow the organized programme than when it is implemented. It can also provide a variety of new ideas for making the programme more effective. This collaboration also allows PDTKK employees to establish positive relationships with government and private agencies. It can also broaden their network of contacts and provide connections that will benefit them all in the future. It is critical because a good relationship allows us to assist each other when we face difficulties. Receiving financial aid, human resources, and even sponsoring a location to implement the programme are among the opportunities obtained through this collaboration. It significantly reduces the burden of PDTKK's financial problems. Creating a collaborative workplace takes time and effort, but the payoff is well worth it.

Organizations may take advantage of this opportunity by strengthening their relationships with both the public and private sectors. It is because this relationship should be wider than the same sector to provide contributions and allocations. In this regard, PDTKK can broaden its focus by developing relationships with larger corporations such as Petronas, Axiata Group, TNB, and others. As a result, PDTKK will be given more funds to implement other large programmes. This collaboration is also critical for strengthening the relationship and overcoming the organization's lack of funds (Hedreen, S., 2023). Furthermore, the PDTKK can work with other district and state land offices to learn more effective district and land management systems. This action is critical because it allows staff in the organization to exchange ideas and information and strengthen solid cooperation so that PDTKK can improve its performance and services.

### **9.3.2 Technology Advancement**

The e-Tanah system was first implemented in "Pejabat Daerah dan Tanah Kuala Kangsar" in 2022. It is one of the e-Government projects overseen by the Ministry of Natural Resources and Environment (NRE) created to modernise land office administration and management (Pan, W. A. E., 2020). The e-Tanah System is a fully integrated Electronic Government (e-Government) application designed to handle land administration issues electronically under the Government Transformation Programme. This system aims to speed up the process of land dealings by users in the land office and customer access to information while maintaining security. As a result, the e-Tanah System is a misguided government attempt to improve the quality-of-service delivery to users. Application status checks, Land Tax checks and payments online, and making online applications for matters such as Strata, Consent, and Auction are among the services provided by e-Tanah. E-Tanah is a unified system that will replace previous legacy systems. This system has benefited PDTKK because it makes work easier and can provide better service quality. The previous legacy system had various issues and needed to be faster and more effective. As a result, it may have an impact on employee performance. However, since the introduction of this e-Tanah system, it has become more effective, smooth, and fast, making it easier for users to use. As a result, it can boost employee efficiency, work quality, and productivity.

Organisations benefit from more efficient use of technology. In this regard, using the e-Tanah system has greatly aided users in finding all land management information more easily and quickly. They will save time by not having to visit the District and Land Office to obtain information about their land management. The provided e-Tanah system makes all desired information more easily accessible. In collaboration with the Information Management Division and SUK Perak, organisations can send employees and ICT Officer to PDT ICT Training Development Plan Courses and Workshops. This action can help them improve their information technology skills and theories. Consistent learning and training help employees develop their skills and ensures your team grows with their roles rather than stagnating (Fallon, N., 2023). As a result, the knowledge gained can be applied to the organisation by improving the existing e-Tanah system. They can also enhance this system's features to make it more appealing and efficient. It is critical for increasing user efficiency in the use of information technology.

## **9.4 THREAT**

### **9.4.1 Negative Customer Feedback on social media**

Because of the rapid advancement of technology, every organization is under pressure from social media users. In this regard, social media has allowed users to provide feedback on an organization's services. Customer feedback is essential because it helps you understand how customers interact with your services. It is also critical so that we can address any organizational flaws and provide a more efficient service to users. We always listen to negative feedback from users based on their previous experiences at PDTKK. For example, they may encounter inefficient system issues requiring them to wait an extended time. As a result, when users are dissatisfied with the service and treatment they receive, they will tell others about it. It has harmed the organization's image and demonstrates ineffective employee performance. They also had to deal with various social media criticisms.

Organizations may address this threat by developing friendly relationships with their customers. In this regard, it is impossible to avoid all criticism. These criticisms must be viewed positively, with employees finding a way to solve the problem. For example, if a customer provides negative feedback, we must change our working methods to be better and more efficient so that this does not happen again. We must treat customers with respect by expressing gratitude for their feedback. It is critical to demonstrate to the person providing feedback that we value and value their opinion. How successful and unsuccessful service providers communicate and build customer relationships frequently distinguishes them (Panel, E., 2020). We can also ask users questions to learn more about the issues they have raised. When we receive criticism, we must understand the critic's true intentions. If something is unclear, we should ask questions to resolve the issue and improve the organization's efficiency (MasterClass., 2021).

#### **9.4.2 Lack of Workers**

"Pejabat Daerah dan Tanah Kuala Kangsar" is also threatened by a lack of employees within the organisation. In this case, the vacancy has been there for a long time, six months. The organisation has appealed to fill the position but has not received a response from the Perak State Secretary's Office. In this regard, 11 vacancies of various grades must be filled under the "Ministry Office" instructions to meet the KPI target for the year 2023. Because of this vacancy, revenue collection performance in 2022 is only 76.11% (Ptg Perak., 2021). If this vacancy persists, this administration will likely fail to meet the "Department of Mines" target for 2023, reducing state revenue. Assistant Accountant, Assistant Administrative Officer, Plan Draftsman, and other positions are available. As a result, the shortage of workers must be addressed immediately to ensure that those who work are well-rested. It is also critical to ensure that the operating system runs smoothly and that customers receive more efficient services.

This threat can be reduced through increased human resource efficiency. Organisations can diversify their staff skills, particularly in support groups. It ensures they can multitask and help fill the employee's vacant position. This action can also result in more disciplined, motivated, and skilled employees. Organisations must recognise and reward employees who demonstrate exceptional performance in this regard. Employee performance can be improved through recognition. If employees do not receive the recognition they deserve, they will leave their jobs and seek employment elsewhere that provides better incentives. It is because everyone wants to be seen and appreciated for all their efforts that have gone into the outcomes of their work. A strong recognition programme is critical to employee retention (Ruane, J., 2023). Recognition can be given through tangible rewards, monetary compensation, or management recognition. Leaders must motivate their teams to work harder. In this case, bonuses should be given to employees who show the best work performance to be more motivated to perform better in the future. Among the measures that can improve their performance in the workplace are recognition and rewards. Because employees help reduce the negative impact on the organisation, this step can indirectly reduce the impact of this threat on the organisation. As a result, the application to fill this vacant position must be processed as soon as possible because the suggestions can only be implemented for a limited time.

## **10.0 CONCLUSION**

In conclusion, this industrial training has given me a lot of exposure and experience in the real world of work, particularly in the government sector. I have learned many new things that have piqued my interest in working in the future. Organizations can reduce uncertainty and strengthen their strategic planning for the next step by conducting a SWOT analysis based on the PESTEL framework. Organizations can also learn and improve their flaws while taking risks for their success. Working in a positive environment has inspired me to work harder to succeed. This industrial training is also important for students to prepare them for the real world of work. It can also encourage students to learn new skills in the workplace. This training has helped me understand the value of business capabilities in achieving success. Although I have accomplished my goal, there are still some shortcomings that must be addressed. As a result of my exposure during this industry training, I became more professional and self-assured when given specific tasks. For instance, when communicating with others and giving work presentations. I would also like to thank "Pejabat Daerah dan Tanah Kuala Kangsar" and UiTM for providing me with this opportunity as a student to improve my skills and gain work experience before entering the real world. Finally, all employees must work extremely hard to achieve the organization's vision, mission, and goals.

## 11.0 REFERENCES

- Curristine, T., Lonti, Z., & Joumard, I. (2019, September 10). *Improving public sector efficiency: Challenges and opportunities* - OECD.  
<https://www.oecd.org/gov/budgeting/43412680.pdf>
- Doyle, A. (2022, December 3). *Important leadership skills for workplace success*. The Balance. <https://www.thebalancemoney.com/top-leadership-skills-2063782>
- ExtensisHR. (2023, May 9). *5 ways to foster open communication in the Workplace*. Extensis. <https://extensishr.com/resource/5-ways-to-foster-an-open-communication-office-culture/>
- Fallon, N. (2023, February 2). *How to train your employees effectively*. Business News Daily. <https://www.businessnewsdaily.com/9399-employee-training-tactics.html>
- Gcfglobal. (2021, November 23). *Workplace basics: Organizing your desk*. GCFGlobal.org. <https://edu.gcfglobal.org/en/workplacebasics/organizing-your-desk/1/>
- Grcsolutions. (2020, June 16). *GRC's top 5 tips to overcome diversity challenges: GRC Solutions (Australia)*. RSS. <https://www.grcsolutions.com.au/articles/grcs-top-5-tips-to-overcome-diversity-challenges>
- Hedreen, S. (2023, February 22). *How to build and maintain good business relationships*. Business News Daily. <https://www.businessnewsdaily.com/10297-healthy-business-relationships.html>
- Herrity, J. (2023, March 30). *The importance of training employees: 11 benefits*. Indeed. <https://www.indeed.com/career-advice/career-development/importance-of-training>
- Jornod, A. (2021, April 26). *Council post: Communication is key when fostering an open and diverse work environment*. Forbes. <https://www.forbes.com/sites/forbestechcouncil/2021/04/26/communication-is-key-when-fostering-an-open-and-diverse-work-environment/?sh=31bedf475759>



- Laker, B. (2023, June 12). *Four ways to create a healthy work environment*. Forbes.  
<https://www.forbes.com/sites/benjaminlaker/2022/09/26/four-ways-to-create-a-healthy-work-environment/?sh=21c74814b23d>
- Malay Mail. (2019, July 17). *New flexible working hours for federal government agencies from Aug 1*. Malay Mail. <https://www.malaymail.com/news/malaysia/2019/07/17/new-flexible-working-hours-for-federal-government-agencies-from-aug-1/1772469>
- MasterClass. (2021, June 8). *How to handle negative feedback: 6 ways to accept criticism - 2023*. MasterClass. <https://www.masterclass.com/articles/how-to-handle-negative-feedback>
- Moscalu, M., Girardone, C., & Calabrese, R. (2020). *SMEs growth under financing constraints and banking markets integration in the euro area*. Journal of Small Business Management. <https://doi.org/10.1080/00472778.2019.1668722>
- New, T. S. of. (2021, June 17). *Importance of collaboration in event management: Team-I. Team*. <https://teami.org/importance-of-collaboration-in-event-management/>
- Nibusiness. (2020, February 17). *Ten top tips to improve your financial management*. Nibusiness. <https://www.nibusinessinfo.co.uk/content/ten-top-tips-improve-your-financial-management>
- Northup, G. (2023, March 29). *10 communication skills for your life and career success*. Indeed. <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>
- Owusu, J., Ismail, M., Mohd-Osman, M. H., & Kuan, G. (2019). *Financial literacy as a moderator linking financial resource availability and SME growth in Ghana*. *Investment Management and Financial Innovations*. Researchgate.net.  
[https://www.researchgate.net/publication/331421026\\_Financial\\_literacy\\_as\\_a\\_moderator\\_linking\\_financial\\_resource\\_availability\\_and\\_SME\\_growth\\_in\\_Ghana](https://www.researchgate.net/publication/331421026_Financial_literacy_as_a_moderator_linking_financial_resource_availability_and_SME_growth_in_Ghana)
- Pan, W. A. E. (2020, April 16). *Pengenalan Sistem Etanah*. PTGP.  
<https://ptg.penang.gov.my/index.php/extensions13/e-tanah/145-pengenalan-sistem->

[etanah#:~:text=Sistem%20e%2DTanah%20merupakan%20salah,pentadbiran%20dan%20pengurusan%20pejabat%20tanah.](#)

Panel, E. (2020, October 29). *Council post: Got negative feedback? Nine smart strategies for handling it the right way*. Forbes. <https://www.forbes.com/sites/theyec/2020/10/29/got-negative-feedback-nine-smart-strategies-for-handling-it-the-right-way/?sh=53feefd6473b>

Ptg perak. (2021, June 1). *CARTA ORGANISASI*. Pejabat Daerah dan Tanah Kuala Kangsar. <https://ptg.perak.gov.my/portal/web/kuala-kangsar/carta-organisasi?target=cartaorganisasi>

Ptg perak. (2021, June 1). *Navigation*. Pejabat Daerah dan Tanah Kuala Kangsar. <https://ptg.perak.gov.my/portal/web/kuala-kangsar/visi-misi-moto-dan-objektif-jabatan?target=visimisimoto>

Ruane, J. (2023, April 19). *7 labor shortage solutions that give you real results*. Beekeeper. <https://www.beekeeper.io/blog/7-labor-shortage-solutions-that-give-you-real-results-bk/>

Shaari, N., Subramaniam, G., & Hassan, R. (2020, March 1). *Journal Management System - MYJMS*. <https://mycc.mohe.gov.my/index.php/en/product-services/journal-management-system-myjms>

Sheanoy, P. (2023, June 7). *20 achievable goals to set for your personal development*. Indeed. <https://www.indeed.com/career-advice/career-development/list-of-goals-set-for-yourself>

Stahl, A. (2022, November 9). *3 benefits of diversity in the workplace*. Forbes. <https://www.forbes.com/sites/ashleystahl/2021/12/17/3-benefits-of-diversity-in-the-workplace/?sh=276acb5b22ed>

Valamis. (2023, June 17). *On-the-job training (OJT): Meaning, benefits, best practices*. Valamis. <https://www.valamis.com/hub/on-the-job-training>

## 12.0 APPENDICES

### Figure 1: Endorsement of Ouriginal Report



UNIVERSITI TEKNOLOGI MARA  
**ENDORSEMENT OF OURIGINAL REPORT**

**Coordinator**

Unit Jaminan Kualiti Akademik (UJKA)  
Universiti Teknologi MARA Cawangan Perlis  
02600 Arau  
Perlis

Sir

**ENDORSEMENT OF OURIGINAL REPORT FOR  
PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/ ASSIGNMENT**

With reference to the work of the candidate below:

Name : Nurul Fatiha Binti Md Salleh

Matric No. : 2020489292

Faculty : Faculty of Business Management BBA (Hons.) Human Resource Management

Programme : BA243

Title : Industrial Training at Pejabat Daerah dan Tanah Kuala Kangsar (PDTKK)

Percentage of Ouriginal Report : 5%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Ouriginal percentage of the university's requirement.

Thank you.

\_\_\_\_\_  
1<sup>st</sup> advisor's signature and stamp  
Name: NURUL FARIHIN BINTI MHD NASIR

\_\_\_\_\_  
14/7/2023

Date

\*\* Please attach 1<sup>st</sup> page of ouriginal report.

## Figure 2: Ouriginal Result

### Document Information


Analyzed document	INDUSTRIAL REPORT NURUL FATIHA BINTI MD SALLEH AT PDTKK.pdf (D172009627)
Submitted	7/12/2023 5:17:00 AM
Submitted by	
Submitter email	2020489292@student.uitm.edu.my
Similarity	5%
Analysis address	nurulfarihin.UiTM@analysis.ouriginal.com

### Sources included in the report

<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / INDUSTRIAL TRAINING REPORT_ROHANIZA BINTI RAMLI_2020995105.pdf</b> Document INDUSTRIAL TRAINING REPORT_ROHANIZA BINTI RAMLI_2020995105.pdf (D157269632) Submitted by: 2020995105@student.uitm.edu.my Receiver: shamsulanaz.UiTM@analysis.ouriginal.com	 1
<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / HRM666 REPORT INDUSTRIAL TRAINING (AISYAH KHALIDA_2020993195).pdf</b> Document HRM666 REPORT INDUSTRIAL TRAINING (AISYAH KHALIDA_2020993195).pdf (D157308009) Submitted by: 2020993195@student.uitm.edu.my Receiver: shamsulanaz.UiTM@analysis.ouriginal.com	 3
<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / INDUSTRIAL TRAINING REPORT_NUR AZRA HANI BINTI MOHD TARMIZI_2019814794.pdf</b> Document INDUSTRIAL TRAINING REPORT_NUR AZRA HANI BINTI MOHD TARMIZI_2019814794.pdf (D142753056) Submitted by: nurazrahani99@gmail.com Receiver: labanihuda.UiTM@analysis.ouriginal.com	 1
<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / INDUSTRIAL TRAINING REPORT MGT666 (NUR FATIN FATIHAH BINTI MAT RAZI_2020621156_D1BA2326B).pdf</b> Document INDUSTRIAL TRAINING REPORT MGT666 (NUR FATIN FATIHAH BINTI MAT RAZI_2020621156_D1BA2326B).pdf (D156900679) Submitted by: 2020621156@student.uitm.edu.my Receiver: ayukamareenna.UiTM@analysis.ouriginal.com	 2
<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / Mohammad Amien Bin Nor Baharin 2019455728 KBA2426A REPORT.pdf</b> Document Mohammad Amien Bin Nor Baharin 2019455728 KBA2426A REPORT.pdf (D127418467) Submitted by: 2019455728@student.uitm.edu.my Receiver: anita397.UiTM@analysis.ouriginal.com	 1

**Figure 3: Resume**

**NURUL FATIHA BINTI MD SALLEH**  
 nurulfatihandsalleh@gmail.com  
 No.50 PPRT Kg Senggang, 33000 Kuala Kangsar, Perak



**PROFILE**

I am known to be a disciplined person, able to work under pressure, and have good communication skills. Easy going by nature and able to get along with others. I am looking for challenging opportunities where I can contribute fully to the success of the organization.

**EDUCATION**

**Universiti Teknologi Mara Arau, Perlis (2020-CURRENT)**  
 Bachelor of Business Administration (HONS) Human Resources Management  
 Current CGPA: 3.52  
 Related Coursework: Job Analysis, Recruitment and Selection, Evaluation, and Performance Management

**SMK Clifford, Kuala Kangsar, Perak (2018-2020)**  
 Sijil Tinggi Pelajaran Malaysia (STPM)  
 CGPA: 3.75

**WORK EXPERIENCE**

**PEJABAT DAERAH DAN TANAH KUALA KANGSAR** March 2023 - August 2023  
**HR Internship**

- Record the annual salary increase for employees.
- Record employee leave.
- Record the payment of payment vouchers for employees.

**ASSUFFIYAH BOUTIQUE AEON MALL KLEBANG** December 2019 - August 2020  
**Assistant Supervisor**

- Responsible to assist customers in the in-store check-out process.
- Complete weekly inventory as needed.
- Assist in administrative duties including maintenance of files, records, and all required documentation.
- Reinforce customer service standards and ensure all employees are focused on always serving the customer.

**R&R SUNGAI PERAK** December 2017 - April 2018  
**Cashier**

- Responsible for processing and receiving payments and issuing receipts to customers as they leave with their purchases.
- Manage transactions with customers using cash registers.
- Track transactions on balance sheets and report any discrepancies.

**SKILLS & OTHER**

**Skills:** MS Office • MS Excel • MS Power Point • Adobe Photoshop • Canva • Capcut • Inshot

**Language Proficiency:**

	Oral	Writing
Malay	Fluent	Fluent
English	Intermediate	Intermediate
Mandarin	Basic	Basic

**AWARDS AND ACHIEVEMENT**

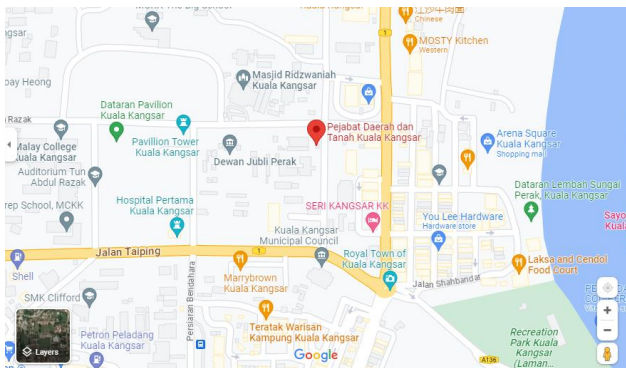
- (2023) - Secretariat for the Excellent Service Award program at Pejabat Daerah dan Tanah Kuala Kangsar
- (2023) - Secretariat for the Iftar program with Yang Amat Mulia Raja Dihilir Perak
- (2022) - Multimedia Committee for Webinar Issues in HR
- (2022) - Dean's Award (Degree) Semester 1, 3 & 4
- (2021) - Project Editor for the Jalanan Kasih program by LITM
- (2018) - Champion of the Independence Day competition by SMK Clifford
- (2018) - Secretary of the Gallery Club & Oratory Competition Bureau

**REFERENCES**

**ZULHISHAM BIN AHMAD SHUKRI**  
 Pegawai Daerah  
 Pejabat Daerah dan Tanah Kuala Kangsar  
 Email: zulhisham@perak.gov.my

**JASMEI NORHUDA BINTI RAZALI**  
 Pendolong Pegawai Daerah (Pentugasan Daerah)  
 Pejabat Daerah dan Tanah Kuala Kangsar  
 Email: jasmeinorhuda@gmail.com

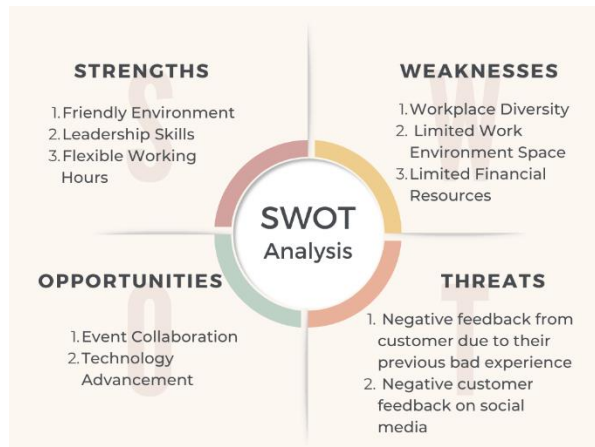
**Figure 4: Location**



**Figure 5: Organizational Chart**



**Figure 6: SWOT Analysis**



**Figure 7: Make a discussion about the division of duties with the officers involved with the Excellent Service Award Ceremony.**



**Figure 8: Help to organize the Excellent Service Award Ceremony held at the Mercure Hotel, Penang**



**Figure 9: Help to organize the team-building program organized by the organization at the Mercure Hotel, Penang.**



**Figure 10: Help to organize the Open House organized by PUSPANITA.**



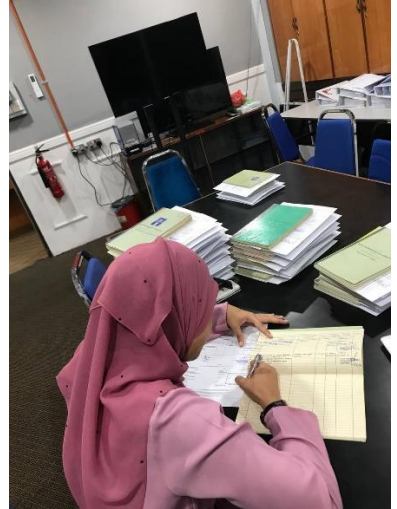
**Figure 11: Help to organize Official Letter Writing Course and Government Memo**



**Figure 12: Help to organize Kuala Kangsar Tenpin Bowling Sports Appreciation Ceremony in 2022**



**Figure 13: Help to update the employee service book at the “Pejabat Daerah dan Tanah Kuala Kangsar”**





**Figure 14: Certificates of participation in managing the program at the “Pejabat Daerah dan Tanah Kuala Kangsar”**



Figure 15: Designing posters and banners for programs organized by the “Pejabat Daerah dan Tanah Kuala Kangsar”

