

BALIK PULAU POLYTECHNIC

KEMENTERIAN PENGAJIAN TINGGI MALAYSIA



KEMENTERIAN PENDIDIKAN TINGGI
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI



INDUSTRIAL TRAINING REPORT

WALLMASTER DIGITAL SDN BHD

NO 19, JALAN SEPADU 25/123A

TAMAN PERINDUSTRIAN AXIS

SEKSYEN 25, 40200, SHAH ALAM

SELANGOR DARUL EHSAN

PREPARE BY

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REGISTRATION NO : 21DDT21F1150

DEPARTMENT : DEPARTMENT OF INFORMATION TECHNOLOGY &
COMMUNICATION

TRAINING DURATION : 22 SEPTEMBER 2023 – 6 JANUARY 2024

INDUSTRIAL TRAINING REPORT

BY

SUFIANA ADLIN BINTI BAHAROM

WALLMASTER DIGITAL SDN BHD

**NO 19, JALAN SEPADU 25/123A, TAMAN PERINDUSTRIAN AXIS
SEKSYEN 25, 40200, SHAH ALAM, SELANGOR DARUL EHSAN**

THIS REPORT BOOK IS SUBMITTED TO THE

DEPARTMENT OF INFORMATION TECHNOLOGY

AND COMMUNICATION AS PART OF THE

REQUIREMENTS FOR THE AWARD OF CERTIFICATE

/ DIPLOMA IN INFORMATION TECHNOLOGY

(DIGITAL TECHNOLOGY)

21DDT21F1150

BALIK PULAU POLYTECNIC

SEPTEMBER 2023

CONFESS PAGE

This report is the result of my own efforts except for the parts attached from the specified sources.

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MATRIC NO : 21DDT21F1150
PROGRAMME : DIPLOMA IN INFORMATION
TECHNOLOGY (DIGITAL
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DATE : 05/01/2024

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Diakui bahawa pelajar ini telah disemak dan dinilai semua dokumen yang diperlukan oleh pihak institusi.

*Sila tandakan (/) setelah disemak dan dinilai pada ruangan di bawah:

- | | | |
|---------------|--|-------------------------------------|
| 1. Appendix 1 | i. Section A (Performance Appraisal) | ☒ |
| | ii. Section B (Reflective Journal/ Log Book) | ☒ |
| | iii. Section C (Industrial Training Report) | ☒ |

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Training Completion Confirmation Letter



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PENGESAHAN TAMAT LATIHAN INDUSTRI

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PENGESAHAN TAMAT LATIHAN INDUSTRI

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NO PENDAFTARAN : 21DDT21F1150
PROGRAM : DIPLOMA TEKNOLOGI MAKLUMAT (TEKNOLOGI DIGITAL)
TEMPOH LATIHAN : 22 OGOS 2023 - 6 JANUARI 2024

Merujuk kepada perkara di atas, sukacita dimaklumkan bahawa pelajar berkenaan telah menamatkan latihan industri di organisasi kami dengan jayanya.

Sekian, terima kasih

Tandatangan Pegawai :

Nama Pegawai : Aidil Amman Bin Yusoff

Jawatan : IT and Digital Executive

Tarikh : 5/1/2024

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Tel : 03 5525 1885
Web : www.wallmaster.com.my

DEDICATION

With profound gratitude and heartfelt appreciation, I dedicate this internship report to my esteemed mentor Aidil Ammar bin Yusairi, whose unwavering support and invaluable guidance have illuminated my path and nurtured my growth during this transformative journey. Their boundless knowledge and unwavering belief in my abilities have been the pillars upon which my professional aspirations have been built. I extend my deepest gratitude to my parents, and whose unconditional love, constant encouragement, and unwavering sacrifices have been the driving force behind my every endeavor. Their unwavering support and unwavering belief have been the guiding lights that have illuminated my path and propelled me towards success.

To the entire team at Wisma Wallmaster, for creating a welcoming and supportive environment that fostered my growth and learning, I extend my deepest gratitude. Your willingness to share your knowledge and expertise has been instrumental in shaping my professional development. To all those who have contributed to my growth and success during this internship, I express my sincere gratitude. Your mentorship, guidance, and support have been invaluable, and I am forever grateful for your unwavering belief in me.

Sincerely, ✉



.....

(SUFIANA ADLIN BT BAHAROM)

21DDT21F1150

APPRECIATION

With a heart overflowing with gratitude, I express my deepest appreciation to those who have illuminated my path and nurtured my growth during this transformative internship journey. To my esteemed mentor, Aidil Ammar bin Yusairi, whose unwavering support and sage guidance have been the cornerstones of my professional development, I owe a debt of gratitude beyond measure. Your unwavering belief in my abilities has been the driving force that has propelled me towards new heights of understanding and accomplishment. Under your mentorship, I have embarked on a harmonious exploration of IT & Digital Marketing, unveiling hidden melodies of knowledge and discovering the true essence of professional excellence.

To my parents, the symphony that has composed every note of my journey, I owe a debt of gratitude that echoes through the chambers of my heart. Your unconditional love, unwavering encouragement, and unwavering sacrifices have been the guiding melodies that have illuminated my path and propelled me towards success.

Filled with immense gratitude, I extend my deepest appreciation to the entire team at Wallmaster Digital Sdn Bhd, who fostered a welcoming and supportive environment that nurtured my growth and learning. Their willingness to share their knowledge and expertise has been instrumental in shaping my professional development. With profound gratitude, I dedicate this internship report to the esteemed mentors, colleagues, and individuals who have played a pivotal role in shaping my professional aspirations and propelling me towards success.

THANK YOU

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF INDUSTRIAL TRAINING

Industry Training is an essential prerequisite for students enrolled in various academic programs across all tiers of higher education at the esteemed Institute of Higher Learning (IPT). In order to elevate the calibre of graduates, a program has been implemented to augment their industrial training competencies. The Learning Integration (LI) courses proffer invaluable opportunities for students to gain practical experience and enhance their skill set within a professional setting.

These courses serve as a conduit for the students to delve into a plethora of domains, encompassing technological advancements, effective interpersonal communication, collaborative teamwork methodologies, organizational policies, procedural frameworks, regulatory compliance, and a holistic professional outlook. Moreover, the LI courses foster an unwavering zeal and a proactive mindset among students, bolstering their self-assurance to become exemplary mentors in their chosen fields.

Typically, the Institute of Higher Learning incorporates the industrial training phase during the fifth semester of study. This immersive experience extends over a six-month duration, during which students are placed in meticulously selected firms or organizations, either of their own volition or through a designated assignment process. Upon completion of the industrious training period, students are required to return to the college and deliver a comprehensive presentation outlining their multifaceted experiences and accomplishments gained during their tenure.

All in all, industrial training endows students with numerous advantages and benefits. Throughout this transformative journey, students are exposed to a myriad of professional responsibilities and tasks, even though their involvement may be limited for security purposes. Nevertheless, students are provided with thorough guidance and explicit instructions, ensuring their assimilation of indispensable general knowledge. Furthermore, the training experience immerses students into the authentic working environment, affording them a valuable opportunity to acquire invaluable social skills, including effective communication and the art of building meaningful interpersonal connections.

1.2 OBJECTIVES OF INDUSTRIAL TRAINING

The primary aim of Industrial Training is to furnish students with a golden prospect to garner pragmatic expertise and witness firsthand the genuine application of their theoretical acumen in real-world scenarios. By immersing themselves in an authentic IT milieu, interns can expedite their learning trajectory and cultivate a profound comprehension of the industry's inner workings.

Moreover, internships bestow upon students an invaluable exposure to the veritable intricacies of the IT career realm, facilitating their familiarity with organizational frameworks, business operations, and administrative modalities. This hands-on encounter equips interns with the aptitude to seamlessly adapt to professional expectations and primes them for forthcoming career prospects.

Finally, internships instil within students a profound sense of responsibility towards both society and the industry at large. In this

immersive setting, students gain insights into sanctioned safety protocols and ethical considerations that pervade the IT domain. Furthermore, they seize the opportunity to actively contribute to tangible projects, thereby effectuating a positive influence through their diligent endeavours.

All in all, an internship tailored to IT students serves as a pivotal bridge that spans the chasm between academic erudition and professional praxis, endowing them with invaluable experiences and effectively preparing them for a triumphant trajectory within the burgeoning IT industry.

1.3 OBJECTIVES OF TRAINING INDUSTRIAL REPORT

The training industrial report serves multiple significant objectives. Firstly, it aims to provide a meticulous and comprehensive documentation of the training experience. The report serves to outline the specific tasks and activities undertaken during the industrial training period, offering a clear and detailed account of the practical skills and knowledge acquired by the trainee.

Moreover, the training industrial report facilitates introspection and self-assessment. It provides the trainee with a tool for reflective contemplation, allowing them to evaluate their personal growth, strengths, and areas for improvement throughout the training period. This process of self-reflection aids in identifying areas that require further development or learning, thereby contributing to the trainee's ongoing professional advancement.

Additionally, the report serves as a valuable resource for future reference. It creates a record of the trainee's achievements and serves as tangible evidence of the practical experience gained during the industrial training. This documentation can be advantageous when seeking future job opportunities or pursuing further educational endeavours, as it demonstrates the trainee's ability to apply theoretical knowledge in a real-world context.

Lastly, the training industrial report can also serve as a means of providing feedback to the training organization or institution. It offers an opportunity to assess the strengths and weaknesses of the training program, enabling improvements to be made in future iterations. Furthermore, the report can serve as a testimonial to the effectiveness of the training, contributing to the overall reputation and credibility of the training organization.

In summary, the training industrial report plays a crucial role in documenting the training experience, evaluating learning outcomes, fostering self-reflection, providing a point of reference for future endeavours, and offering feedback for improvement. It serves as a comprehensive record of the trainee's journey and caters to multiple stakeholders in evaluating the effectiveness of the training program.

1.4 IMPORTANCE OF INDUSTRIAL TRAINING TO STUDENTS

Industrial training assumes a momentous significance for students, as it endows them with invaluable practical experience and exposure to authentic work environments. This immersive training endeavour serves as a transformative bridge, connecting the realms of theoretical knowledge and pragmatic application. It furnishes students with a unique opportunity to imbue their academic erudition with tangible

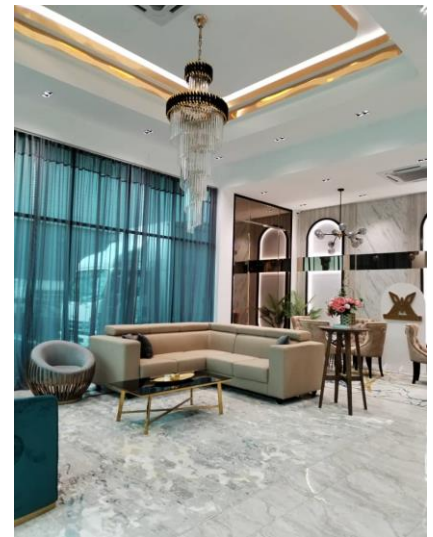
real-world relevance, engendering a profound growth in their cognitive faculties. Within the purview of industrial training, students are empowered to actively employ their acquired classroom wisdom within a professional milieu, thereby honing their dexterity through hands-on engagement and cultivating indispensable proficiencies germane to their chosen discipline. Furthermore, this immersive training experience facilitates the cultivation of an extensive professional network, fostering a profound understanding of industry dynamics and adroitly adapting to the multifarious expectations inherent to the workplace ecosystem. Consequently, students' employability is exponentially enhanced, effectively equipping them with the requisite acumen and fortitude to embark upon triumphant careers.

CHAPTER 2

BACKGROUND OF THE COMPANY



ENVIROMENT OFFICE WALLMASTER HOLDINGS SDN BHD



(Lobby Wallmaster – Ground Floor)



2.1 INTRODUCTION OF WALLMASTER GROUP SDN BHD



Wallmaster Digital Sdn Bhd is a Malaysian company established on December 18, 2020. The company operates under a business model that encompasses a variety of consultancy and support services, as well as an online retail presence. It is part of the WALLMASTER GROUP, a diversified group with a strong track record of growth and leadership.

Wallmaster Digital Sdn Bhd is part of the Wallmaster Group, which also includes Wallmaster Holdings Sdn Bhd, Wallmaster Industries Sdn Bhd, and Wallmaster Scenix Sdn Bhd. Wallmaster Holdings Sdn Bhd appears to be the parent company, specializing in interior design, renovation, and custom-made products for residential. Emerging as a dynamic subsidiary of the Wallmaster Group, Wallmaster Digital Sdn Bhd has established itself as a powerhouse in the digital realm of interior design. Leveraging the group's extensive expertise and unwavering commitment to innovation, Wallmaster Digital Sdn Bhd has emerged as a beacon of groundbreaking solutions, seamlessly bridging the gap between traditional interior design practices and the ever-evolving digital landscape.

2.2 BACKGROUND OF WALLMASTER DIGITAL SDN BHD

DISCOVER & GAIN INSIGHTS ON

WALLMASTER DIGITAL SDN. BHD. (1398341T)

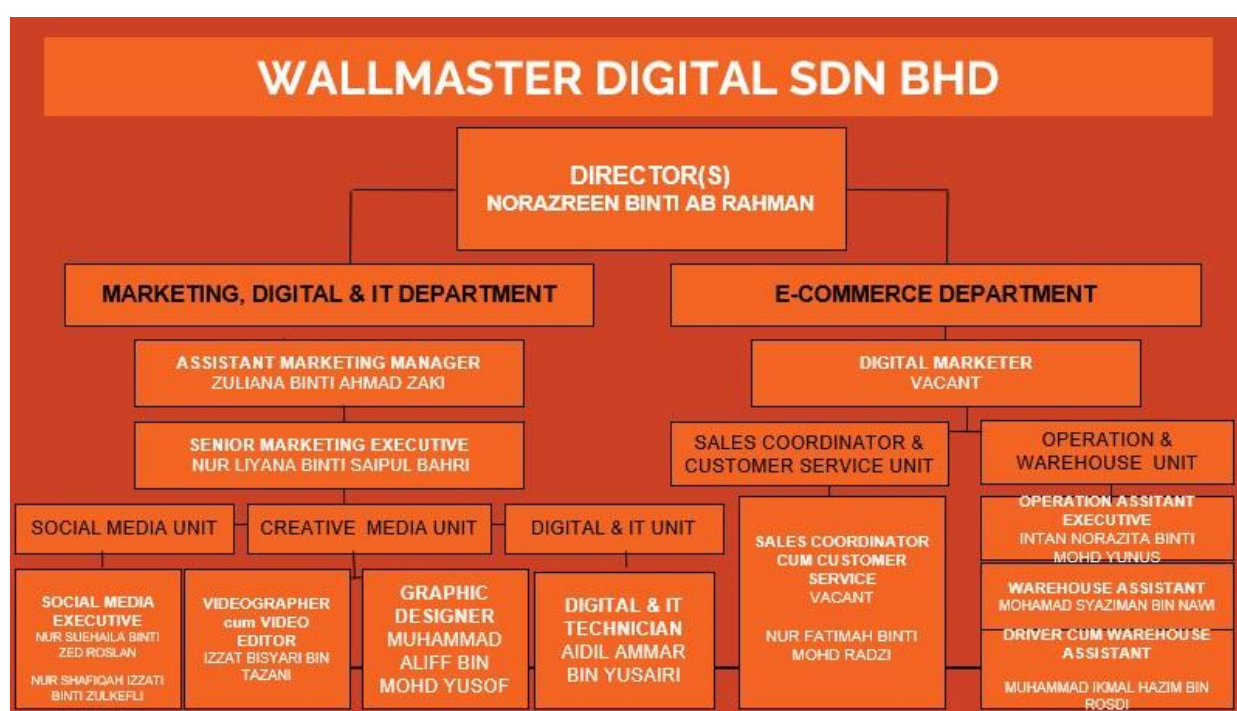
Company, Malaysia

Company Name	WALLMASTER DIGITAL SDN. BHD.
Company Registration No.	1398341T
Nature of Business	OTHER MANAGEMENT CONSULTANCY ACTIVITIES N.E.C.; OTHER BUSINESS SUPPORT SERVICE ACTIVITIES N.E.C.; RETAIL SALE OF ANY KIND OF PRODUCT OVER THE INTERNET
Date of Registration	2020-12-18
State	SELANGOR

WALLMASTER DIGITAL SDN. BHD. was incorporated on 2020-12-18 in Malaysia with registration number of 1398341T.

WALLMASTER DIGITAL SDN. BHD.'s business includes OTHER MANAGEMENT CONSULTANCY ACTIVITIES N.E.C.; OTHER BUSINESS SUPPORT SERVICE ACTIVITIES N.E.C.; RETAIL SALE OF ANY KIND OF PRODUCT OVER THE INTERNET

Get an accurate picture of a customer's financial status with a credit report for a business. Our solutions help you minimise risk, increase sales and improve business performance.



In the dynamic and ever-evolving realm of digital marketing, Wallmaster Digital Sdn Bhd stands as an indomitable force, a towering behemoth casting its shadow over the competition. Spearheaded by the visionary leadership of Norazreen binti Ab Rahman, Managing Director/Group Chief Executive Officer, Wallmaster Digital Sdn Bhd has ascended to the pinnacle of success, its name synonymous with innovation and cutting-edge solutions.

With a team of highly skilled and experienced professionals, Wallmaster Digital Sdn Bhd orchestrates a symphony of strategic masterstrokes, orchestrating a comprehensive suite of services that cater to the diverse needs of its clientele. From crafting meticulously tailored digital marketing strategies to harnessing the power of search engine optimization, Wallmaster Digital Sdn Bhd ensures that its clients' digital presence resonates with their target audience, leaving an indelible mark on the ever-expanding digital landscape.

As a testament to its unwavering commitment to excellence, Wallmaster Digital Sdn Bhd has garnered numerous accolades, including Malaysia's Best Digital Marketing Agency (2023), Asia Pacific Digital Marketing Agency of the Year (2022), and the International Stevie Award for Innovation (2021). These prestigious recognitions serve as a beacon of Wallmaster Digital Sdn Bhd's unwavering dedication to its clients, solidifying its position as a titan of the digital marketing industry.

2.3 MEMBER OF THE BOARD OF DIRECTORS FOR WALLMASTER DIGITAL

2.3.1 Administrative system

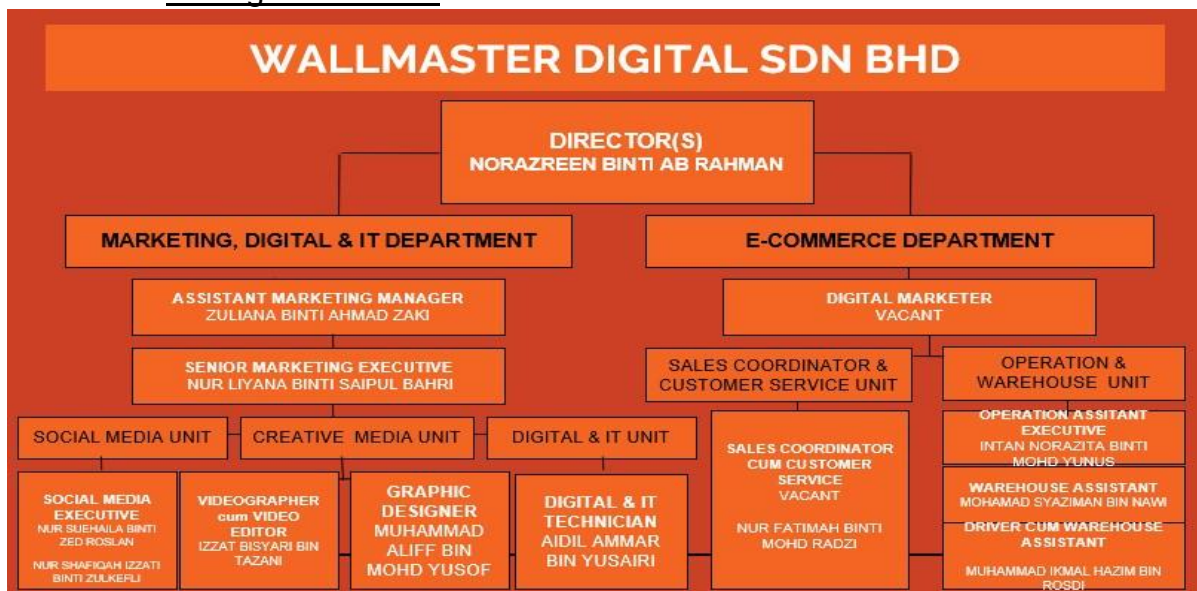
Our Founder

As our Managing Director/Group Chief Executive Officer, Norazreen binti Ab Rahman steers the Group's trajectory with unwavering resolve, masterfully orchestrating strategic masterstrokes that propel our collective ascent towards corporate zenith. Her astute leadership and visionary insights

illuminate the path towards an era of unparalleled prosperity, leaving an indelible mark on the annals of our industry.



Management Team



2.3.2 Company Activities

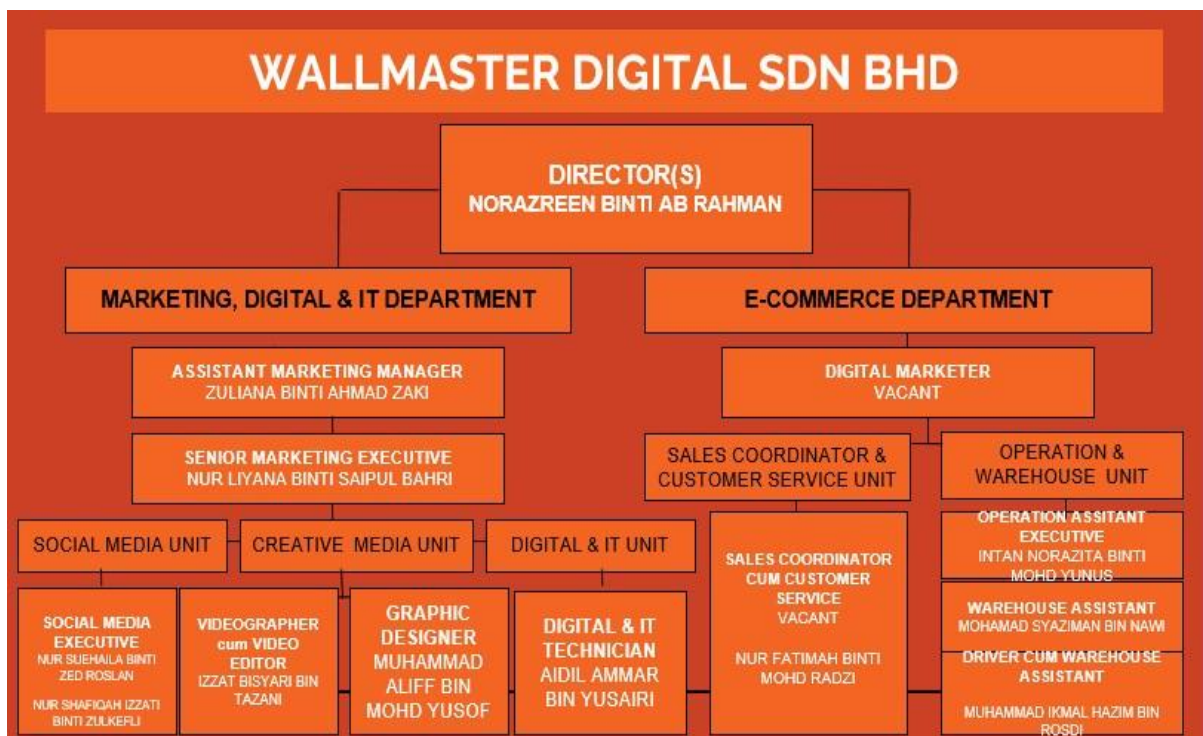
Wallmaster Digital Sdn Bhd is located at 19, Jalan Sepadu 25/123A, Seksyen 25, 40400 Shah Alam, Selangor, Malaysia. Their hours of operation are Monday to Friday from 8:30AM to 5:30PM. On Saturdays, they are open from 8:30AM to 5:30PM. They are closed on Sundays.

2.3.3 Company Direction

In the dynamic and ever-evolving realm of digital marketing, Wallmaster Digital Sdn Bhd stands as a titan, wielding an arsenal of transformative services that empower businesses to conquer the digital frontier. With a team of highly skilled and experienced professionals, Wallmaster Digital Sdn Bhd crafts bespoke solutions tailored to the unique needs and objectives of its clientele, ensuring their ascent to the pinnacle of digital success.

Wallmaster Digital Sdn Bhd's comprehensive suite of services spans the breadth of digital marketing, encompassing search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, and web development. Through a symphony of strategic planning, creative execution, and data-driven insights, Wallmaster Digital Sdn Bhd empowers businesses to achieve unprecedented heights of success in the digital realm.

2.3.4 Firm Organization Chart



CHAPTER 3

WEEKLY SUMMARY

3.1 SUMMARY OF ACTIVITIES DURING INDUSTRIAL TRAINING

NAMA : SUFIANA ADLIN BINTI BAHAROM	
POSITION : IT & DIGITAL MARKETING	
COMPANY : WALLMASTER DIGITAL SDN. BHD	
DATE / WEEKS	TASK DESCRIPTIONS / DETAILS
WEEK 1 : 22 - 26/08/2023	• Study about subsidiary of Wallmaster Group • Learn about brand marketing Damaica Media • Learn about marketing for brand Wallmaster Malaysia and BudgetWainscoting under Wallmaster Group • Manage social media platforms for Wallmaster and BudgetWainscoting • Check pc components in stor • Edit video reels for TikTok • Learn about back-end Website Wallmaster Malaysia • Handle Facebook account for Wallmaster Malaysia & BudgetWainscoting
WEEK 2 : 28 - 1/09/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Edit TikTok Videos Combinations kitchen colour - Designing new page project for Website Wallmaster

	• BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content
WEEK 3 : 04 - 09/09/2023	• - Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Designing new page project for Website Wallmaster - Study about SEO (search engine optimization) - Count Total inquiries based on leads on social media platforms - BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content - Count Total inquiries based on leads on social media platforms

WEEK 4 : 11 - 15/09/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content
	- Designing new page project for Website Wallmaster - Study about SEO (search engine optimization) - Count Total inquiries based on leads on social media platforms - Update new page project for Website Wallmaster - Send confirmation email using WordPress plugins - Designing 6 new project page for Wallmaster website • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content - Count Total inquiries based on leads on social media platforms • Install printer driver for intern (Chelvi) • Create a guideline and SOP on How to install printer driver for Wisma Wallmaster

WEEK 5 : 18 - 23/09/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Designing 6 new page project for Website Wallmaster for Mobile view, Tablet view and Desktop View - Make a navigation menu static for Wallmaster Website - Create QR Code For WhatsApp - Research about Google Site Kit for AdSense
	- Renamed all inserted image on website based on SEO format • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content - Count Total inquiries based on leads on social media platforms • Site visit client house at Setia Alam Sari Bangi for house content • Shoot BTS client house for content

WEEK 6 : 25 - 29/09/2023	• - Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Designing new page project for Website Wallmaster - Update responsive new page project for Website Wallmaster - Update Website for desktop view - Make guideline and SOP for export attendance record on server PC • - BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content
	- Update LinkTree BudgetWainscoting

WEEK 7 : 2 -

7/10/2023

- - Wallmaster Malaysia
 - Handle Facebook account Wallmaster Malaysia
 - Manage social media platforms for Wallmaster Malaysia
 - Post-produce social media content
 - Update page project for Website Wallmaster based on director requirements
 - Setup google Adsense on Wordpress using Google Adsense plugins
 - Update thumbnail LinkTree Wallmaster
 - Get the details on Google Analytics for HomeDec Page in Website
 - Define organic search, organic social and direct in Google Site Kit for HomeDec page.
- BudgetWainscoting
 - Manage social media platforms for BudgetWainscoting
 - Handle Facebook account BudgetWainscoting
 - Post-produce social media content
 - List competitor for BW
 - Update LinkTree BW
- Damaica Media
 - Setup Green Screen Level 2
 - Help mirul setup for Damaica shooting at Level G.
 - Brainstorm with Amirul about the scene position and storyboard for Damaica shooting.
- Install printer driver for Amirul (staff)
- Preventive maintenance for all PC Wisma Wallmaster

	• Update listing specs PC each staff at Wsma Wallmaster
WEEK 8 : 9 - 13/10/2023	• - Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Document the details about RnexPro website database client progress renovation - Study about plugins RnexPro plugins I. jq gantt II. moment.js III. frappe gantt IV. jqPlot - Create 2 google forms for Claim ID Guidelines and Giveaway Barangan SMEG for HomeDec Event - Key-in and update details leads based on social media WM for HomeDec Event • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Retrieve the technical specifications for the Optama Office Projector and the DSPPA MP120UB Mixer Amplifier for office. • Maintaining the efficiency of office printers • Find a solution for Encik Ziqri printer driver

WEEK 9 : 16 - 21/10/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia
	- Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Create pop-up advertisement for homedec in Wallmaster Website • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Crmping RJ45 • Plotting network point for MYCC • Export entries Form in website using plugings WPForms for staff (Amirul) and keyin in excel HomeDec 2023 • KedaiDIY - Resolve TikTok issues for Seller account KedaiDIY
WEEK 10 : 23 - 27/10/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Create pop-up advertisement for homedec in Wallmaster Website

	• BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content
	• Crmping RJ45 • Plotting network point for MYCC • KedaiDIY Resolve TikTok issues for Seller account KedaiDIY

WEEK 11 : 30 - 04/11/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Shoot VO for Bajet Tak Cukup Wallmaster Social Media • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Damaica Media - Edit 2 videos behind the scene client - Learn about client services The Magic Beauty & Academy - Create google business account for Client The Magic Beauty & Academy • Being a guest for HomeDec Wallmaster Event • Repair a MSI laptop blank screen at HomeDec Event
WEEK 12: 06 - 10/11/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia

	- Post-produce social media content - Create Website wallmaster for Tn Deva & Pn Hanisah project desktop view & mobile view - Update plugins Website Wallmaster • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Damaica Media - Find a solution how to display picture google maps for Client The Magic Beauty & Academy. - Create Proposal for 7 influencer Client the magic beauty & academy Marketing. - Edit BTS Damaica Media Story Telling. - Create a formal collaboration inquiry letter for influencer for magic beauty - Contact a few influencer for collaboration with magic beauty - Key in influencer collaboration information in canva for client magic beauty • Preventive maintenance for router Level 2
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WEEK 13 : 13 - 18/11/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Fix list of SEO problems for Wallmaster Website
	- Add meta description 40 pages for SEO in website - Solve the problem of Tittle too short for SEO in website - Create Progress Task for Uber Suggest for SEO ranking • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Damaica Media - List of 5 FB Talent Group - Post a corperate talent in 5 FB Group Talent - Edit BTS Client Magic Beauty for Damaica Media - Edit BTS Shoot Damaica Media Story Telling • Study about faderated cloud sharing and benefits for Wallmaster Group

WEEK 14 : 20 - 24/11/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Fix SEO - SEO Non Friendly URL (mostly vr) - Fix SEO - Code 404 error response (draft all the pages) - Fix SEO - Add heading <h1> for wallmaster website
	- List page project and page vr in website for previous project - Fix 8 broken destination url - Fix long load time in website - Fix low word count in wordpress website - Edit Reels for Wallmaster for social media • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Damaica Media - List of 5 FB Talent Group - Post a corporate talent in 5 FB Group Talent - Edit BTS Client Magic Beauty for Damaica Media - Edit BTS Shoot Damaica Media Story Telling

	• Connect multiple display for Wallmaster staff • List 3 of supplier graphic card RTX 3060 SecondHand • List all the details graphic card & Sketchup version for team Wallmaster Malaysia ID • Installed SketchUp 2023 Version for ID Team
WEEK 15 : 27 - 02/12/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Edit Video Before After for Wallmaster - List of 53 published pages and description for SEO improvement - List 4 webcam high quality for online meeting - Fix SEO - modern luxury terrace 2 meta description (green) - Fix SEO - modern luxury semi-D meta description (green) - Fix SEO - testimonials meta description (green) - Fix SEO - 360 virtual tour meta description (green) - Fix SEO - insight meta description (green) • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content - Create CW Kobinasi wainscoting & wallpaper • Damaica Media - Explore Photoshop Feature - Learn about client services The Magic Beauty & Academy - Add & Edit 6 background image for client Magic Beauty - Crop 5 Images For Client Damaica Media - Find 5 best picture for client magic beauty • Replace monitor cik izzy

	• List port CPU for cik izzy • Solve printer driver issues Encik Faizul
WEEK 16 : 04 - 08/12/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Fix SEO - Folio 3D Sepang meta description (green) - Create interface for Wallmaster Digital Submission Forms - Find and search developer in Malaysia (specific Selangor) - Call all the developers in Selangor to get the estimation of vp date - Create pdf details information of developer for vp date, type of house & square feet • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content - Create CW Kobinasi wainscoting & wallpaper • Damaica Media - Explore Photoshop Feature - Learn about client services The Magic Beauty & Academy - Add & Edit 6 background image for client Magic Beauty - Crop 5 Images For Client Damaica Media - Find 5 best picture for client magic beauty
WEEK 17 : 11 - 16/12/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia

	- Manage social media platforms for Wallmaster Malaysia - Post-produce social media content - Leave a reviews on wallmaster. - Draft pages Pengeluaran KWSP in WordPress - Create yahoo for google reviews - Report all the bad reviews - Create example of words for google reviews and list the staffs reviews in word - Create gmail for reviews (5) - Create example of words for google reviews and list the staffs reviews in word - Update example of words for google reviews • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Damaica Media - Add & Edit background images for Client Magic Beauty • Backup and Clear pc team project
WEEK 18 : 18 - 22/12/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content

	- Study How to track 404 error in website using google analytics - Update list total google review for staff • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Damaica Media - Edit BTS Client Magic Beauty • Setup weekly meeting for team Marketing and IT • Discuss about PA system for annual dinner Wallmaster
WEEK 19 : 25 - 30/12/2023	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account BudgetWainscoting - Post-produce social media content • Create Borang Kerosakan Aduan IT

	• Create slides for SLIMASTER in Canva • Create poster for UGC Campaign in Canva • Update slides for stevia in Canva • Compile and Edit Video annual dinner award - Top Leader & Top Employee Award - Best 4 Employee Award - Lucky Draw
WEEK 20 : 1 - 5/01/2024	• Wallmaster Malaysia - Handle Facebook account Wallmaster Malaysia - Manage social media platforms for Wallmaster Malaysia - Post-produce social media content • BudgetWainscoting - Manage social media platforms for BudgetWainscoting - Handle Facebook account - Post-produce social media content • Damaica Media - Manage social media platforms for Damaica Media - Handle Facebook account - Post-produce social media content

During the initial week, the focus was on building a foundational understanding of Wallmaster Group's subsidiary, Damaica Media, and delving into the intricacies of brand marketing. The tasks ranged from

learning about marketing strategies for Wallmaster Malaysia and BudgetWainscoting to actively managing social media platforms for both entities. The week also involved checking PC components, video editing for TikTok, and studying the back-end of Wallmaster Malaysia's website, showcasing a diverse set of responsibilities.

The second week unfolded with a dedicated effort to enhance the online presence of Wallmaster Malaysia and BudgetWainscoting through meticulous social media management. This included handling Facebook accounts, producing and editing content for various platforms, and engaging in the design of new project pages for Wallmaster's website. The week underscored the importance of effective brand representation across digital channels.

Week 3 continued the theme of social media management and content production for Wallmaster Malaysia and BudgetWainscoting. Additionally, efforts were directed towards understanding Search Engine Optimization (SEO) and quantifying inquiries generated through social media platforms. This week showcased a strategic approach to online marketing and a growing emphasis on data-driven decision-making.

As the weeks progressed, responsibilities expanded to include website updates, SEO studies, and the creation of confirmation emails. Social media content production remained a constant, and the tasks evolved to include the design of multiple project pages and the implementation of WordPress plugins for communication purposes. This week demonstrated a holistic approach to both digital marketing and website management.

In the fifth week, a concerted effort was made to improve the user experience of Wallmaster Malaysia's website. This involved designing project pages for different viewing platforms, making the navigation menu static, and conducting research on Google Site Kit for AdSense. Additionally, a focus on image optimization for SEO purposes highlighted a commitment to enhancing the website's performance.

Social media management and website design remained central during the sixth week. Notable efforts were directed towards ensuring the responsiveness of project pages and providing guidelines for exporting attendance records. This week showcased a blend of creativity in content production and technical proficiency in website management.

The seventh week featured updates to the Wallmaster website based on director requirements, the setup of Google AdSense, and in-depth analysis using Google Analytics. For BudgetWainscoting, competitor analysis and LinkTree updates were carried out. Damaica Media's responsibilities included talent coordination and shooting preparations. This week reflected a strategic focus on website optimization and a deeper understanding of analytics.

As the weeks progressed, social media management persisted as a key responsibility, and tasks expanded to studying plugins for a website, creating Google Forms, and addressing technical specifications for office equipment. Printer driver installations and SOP creation added a technical dimension to the week's activities.

The ninth week involved creating a pop-up advertisement for HomeDec on the Wallmaster website, alongside tasks related to

network plotting and exporting form entries. The responsibilities showcased a combination of marketing initiatives and technical troubleshooting for online platforms.

Week 10 continued the trend of social media management, pop-up advertisement creation, and network-related tasks. This week reflected a sustained effort in maintaining an active online presence and optimizing digital content for targeted audiences.

The eleventh week introduced the task of shooting a voice-over for Wallmaster Social Media, underscoring the importance of multimedia content in brand communication. Meanwhile, social media management and content production remained integral for both Wallmaster Malaysia and BudgetWainscoting.

In Week 12, the focus shifted towards the creation of specific project websites for clients, accompanied by updates to plugins and routine preventive maintenance tasks. Damaica Media's responsibilities extended to finding solutions for displaying Google Maps images and collaborating with influencers, showcasing a multifaceted approach to digital marketing.

The thirteenth week honed in on addressing SEO issues for Wallmaster's website. Initiatives included fixing non-friendly URLs, resolving error responses, and boosting word count for enhanced SEO performance. This week showcased a meticulous approach to improving website visibility and search engine rankings.

The fourteenth week encapsulated a comprehensive effort to rectify SEO-related problems in Wallmaster's website. Tasks included

addressing code errors, broken destination URLs, and optimizing loading times. Social media management and content production for both Wallmaster Malaysia and BudgetWainscoting continued, reflecting a sustained commitment to online brand representation. Additionally, tasks related to multiple displays, supplier listings, and software installations demonstrated a technical dimension in supporting the Wallmaster Malaysia ID team.

The Wallmaster Malaysia social media machine hummed along this week, with Facebook accounts expertly managed and engaging content flowing across platforms. SEO received a royal makeover, with meta descriptions polished and optimized for maximum visibility. From modern luxury terraces to 360 virtual tours, every page gleamed with search engine savvy. BudgetWainscoting wasn't left out either, its social media channels echoing with the rhythm of captivating content. Damaica Media chimed in with Photoshop exploration, client service mastery, and a dash of image editing magic. Meanwhile, back at Wallmaster HQ, monitors were replaced, CPUs listed, and printer woes vanquished, ensuring a smooth-running technical symphony.

Week 16 saw Wallmaster Malaysia embark on a grand quest for digital knights – skilled developers to craft the perfect online submission forms. Facebook remained a loyal steed, carrying the social media banner with grace. SEO optimization continued, with the Folio 3D Sepang meta description receiving a green light for online glory. The search for developers took on a local flavor, with Selangor's finest minds targeted for potential recruitment. Phone lines buzzed with calls, gathering estimates and crafting detailed reports on potential VP dates, house types, and square footage. BudgetWainscoting and Damaica Media continued their social media serenade, while Photoshop exploration and client service mastery remained core melodies.

Week 17 was all about singing Wallmaster Malaysia's praises online. Reviews became the battle cry, with Facebook stormed by five-star salvos and Google conquered with strategically placed accolades. The WordPress war drums beat a rhythm of "Pengeluaran KWSP" pages, while Yahoo joined the fray as a Google review recruit. Negative critiques were met with swift counterattacks, reported and neutralized for the greater good. Staff reviews were compiled, polished, and prepped for online deployment, transforming every team member into a digital hero. BudgetWainscoting hummed along on social media, while Damaica Media added a touch of visual flair with background image edits for the ever-charming Magic Beauty. And to ensure smooth sailing in the digital sea, a backup and clear of the team project PC kept the technical ship shipshape.

Week 18 saw Wallmaster Malaysia donning the detective hat, tracking down 404 errors in their website with the keen eye of Google Analytics. Facebook and social media remained a constant companion, while the list of Google reviews for each staff member swelled with online appreciation. BudgetWainscoting kept the social media beat alive, and Damaica Media added a touch of cinematic magic with BTS video editing for the captivating Magic Beauty. A weekly marketing and IT huddle was established, ensuring seamless collaboration and strategic alignment. And to add a festive touch, discussions about the Wallmaster annual dinner PA system began, promising a night of merriment and music.

The penultimate week of December witnessed a confluence of creative pursuits across various spheres. Wallmaster Malaysia's social media platforms resonated with captivating content, while its Facebook presence remained a beacon of brand engagement. BudgetWainscoting, too, maintained its social media rhythm, ensuring

consistent online visibility. The technological sphere saw the emergence of the "Borang Kerosakan Aduan IT," a formal document to streamline internal IT support requests. In the realm of visual communications, Canva blossomed as a tool for crafting compelling slides for the "SLIMASTER" initiative, as well as a vibrant poster for the UGC campaign. Stevia updates received a visual makeover in Canva as well, and the annual dinner award ceremony received a cinematic touch with the compilation and editing of video segments for Top Leader & Top Employee Awards, Best 4 Employee Awards, and the Lucky Draw.

The first week of January commenced with unwavering dedication to client engagement and brand promotion. Wallmaster Malaysia's Facebook account remained a cornerstone of its online presence, while social media platforms continued to resonate with engaging content. BudgetWainscoting and Damaica Media echoed this commitment, ensuring brand continuity across platforms. Technical prowess was also on display, with the seamless handling of social media platforms for all three entities. As the week unfolded, collaborative spirit took center stage. Discussions aimed at streamlining internal communication were initiated, laying the groundwork for future operational excellence.

CHAPTER 4

TECHNICAL REPORT

4.1 INTRODUCTION

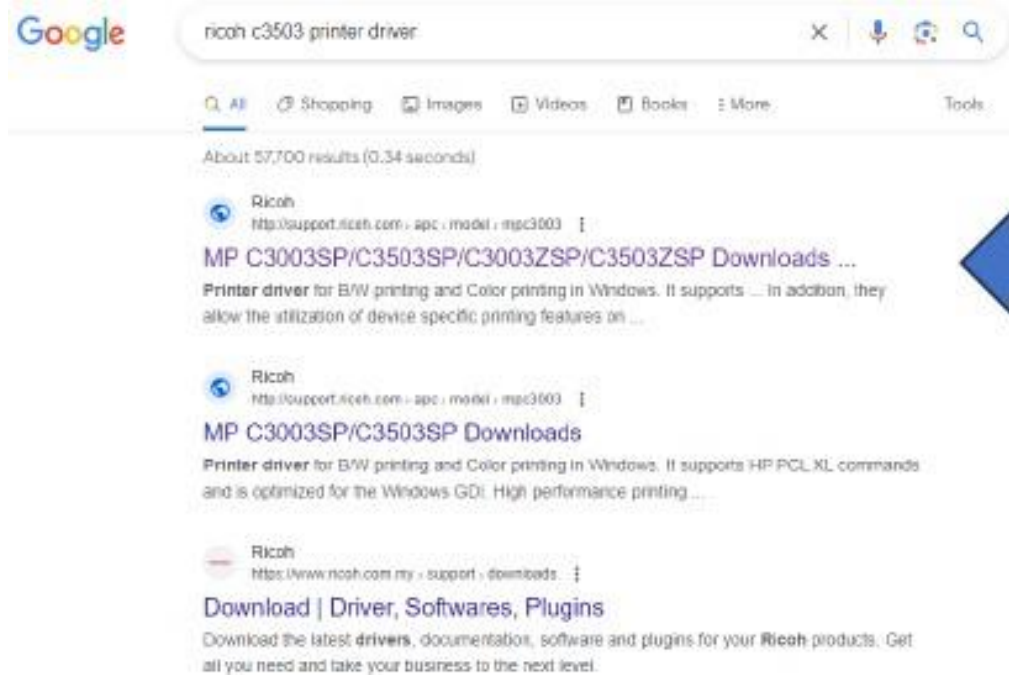
This chapter expounds upon the technical report, a comprehensive documentation of tasks and activities undertaken by the student during a 20-week industrial training program at the respective company. Every intricate step of the work processes is meticulously elucidated, ensuring that the student gains a profound understanding of the adept management of such responsibilities.

In its entirety, this report is meticulously crafted to serve as a presentation for the evaluation and comprehension by Politeknik Balik Pulau, elucidating each facet of the student's industrious endeavors during their industrial training tenure within the organization. I had the opportunity to intern at Wallmaster Digital Sdn Bhd for a period of 20 weeks, from August 22, 2023, to January 6, 2024. This internship provided me with invaluable hands-on experience in the field of IT and digital technology. During my internship, I was exposed to a wide range of technologies and tools, and I had the opportunity to work on realworld projects. My internship at Wallmaster Digital Sdn Bhd was a valuable experience that allowed me to learn new technical skills, gain hands-on experience, and contribute to real-world projects. I am grateful for the opportunity to have interned at Wallmaster Digital Sdn Bhd and I am confident that the skills and experience I gained will be valuable to me in my future career.

4.2 GUIDELINES ACTIVITIES

4.2.1 SOP or Guidelines for Installing Printer Driver For Wallmaster Sdn Bhd

STEP 1 : Search name and model of printer to download the printer driver. (For Wisma Wallmaster = RICOH C3503SP)



STEP 2 : Take the first option

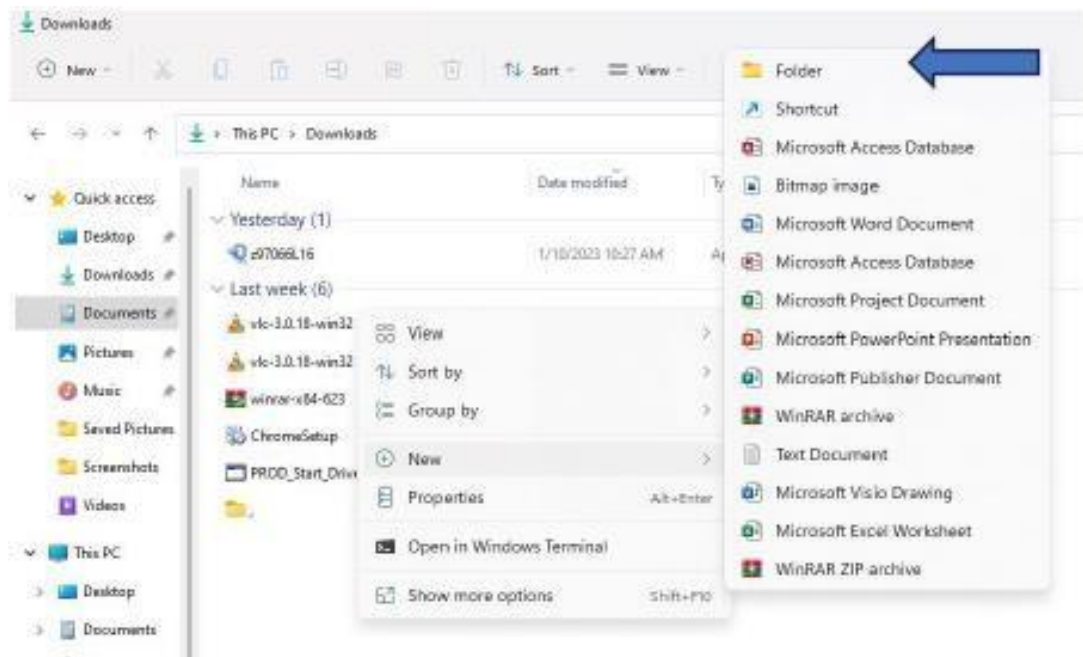
Note: Before installing, please visit the link below for important information about Windows drivers.
https://www.ricoh.com/info/2020/0122_1/



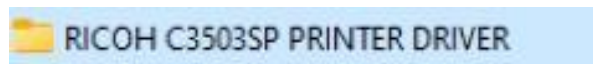
STEP 3 : Once you have downloaded, find the location of the file in the files directory (usually in the downloads folder)



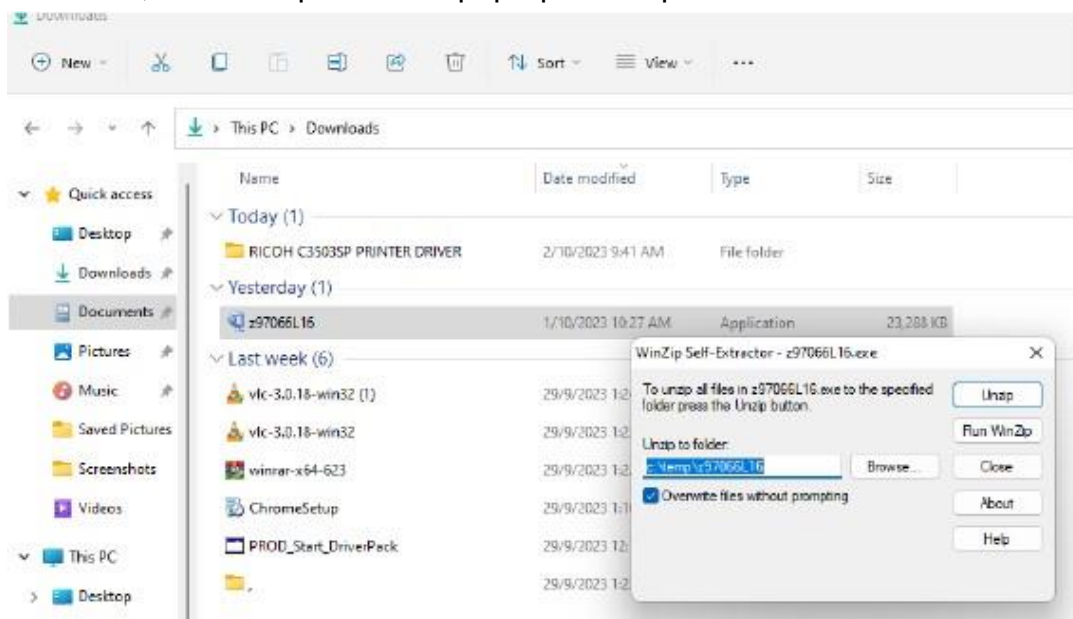
STEP 4 : Create a new folder to store the zip files in order to make them easier to find and search



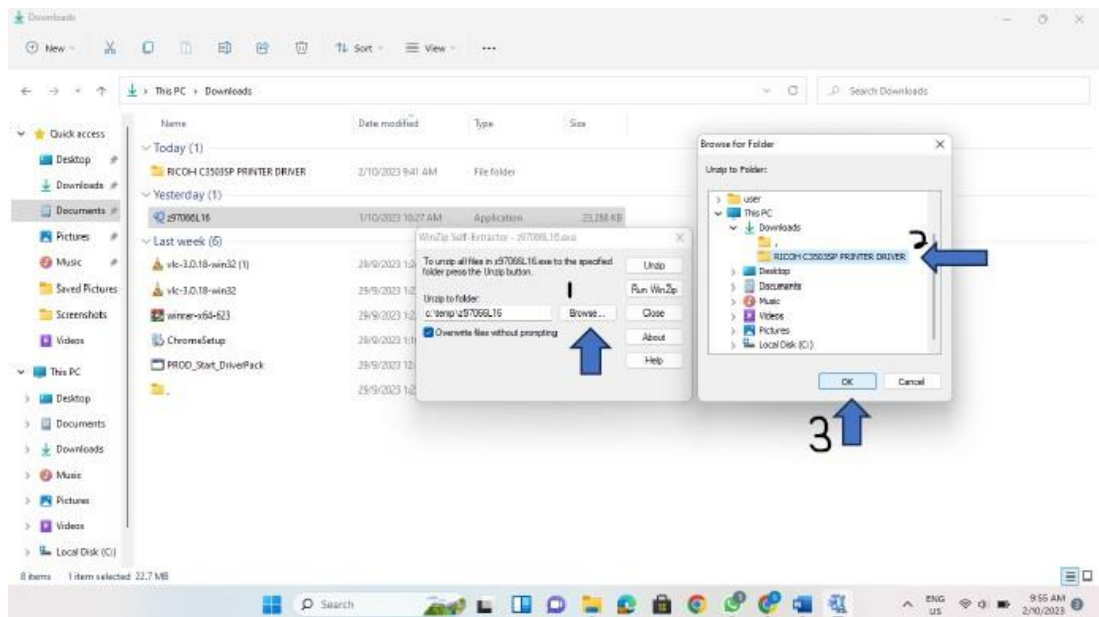
STEP 5 : Renamed the folder to the name of printer to make it more easy to find and search it



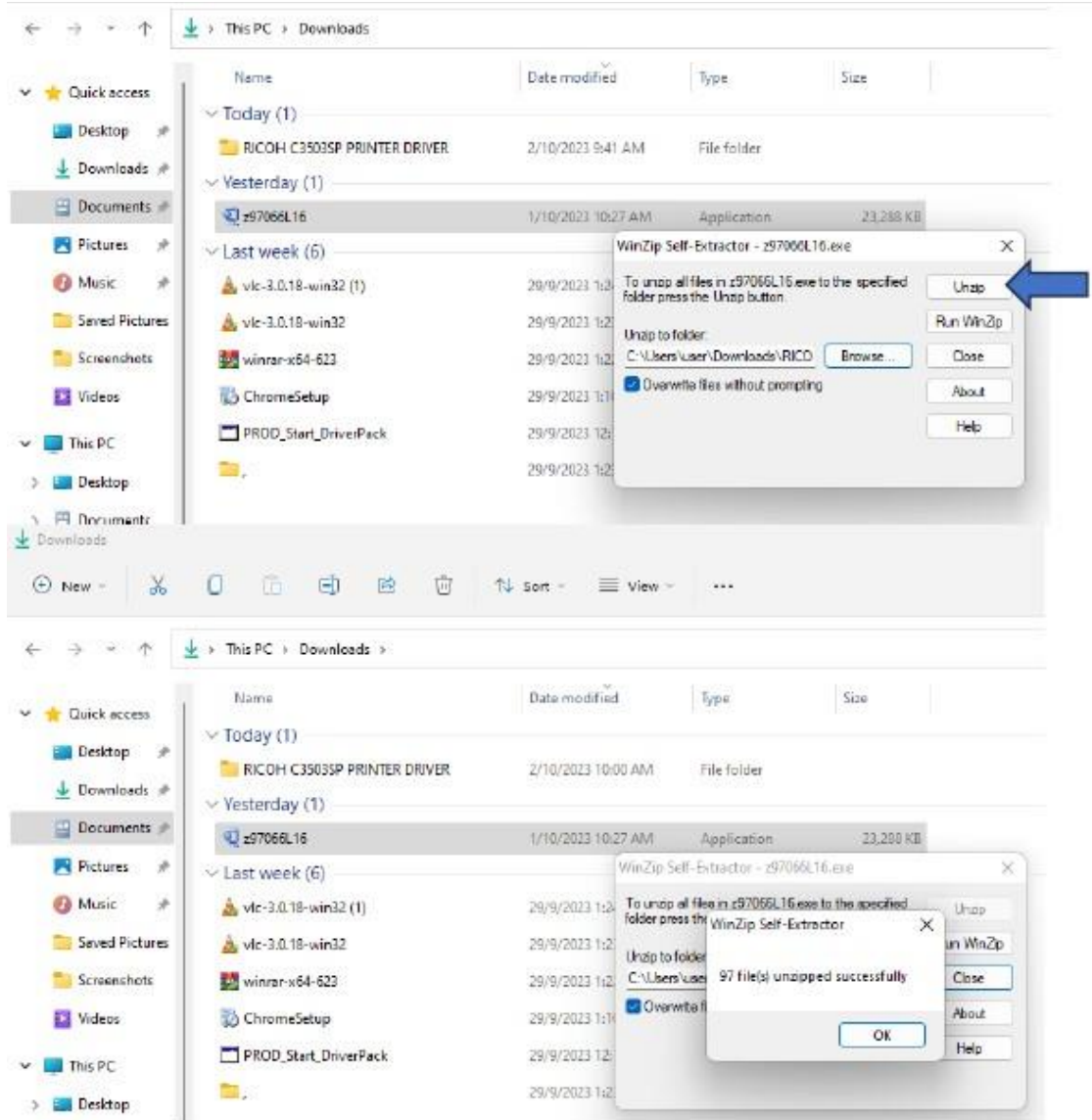
STEP 6 : Double click the printer driver application that we downloaded earlier, until winzip extractor pop-up to unzip all the files



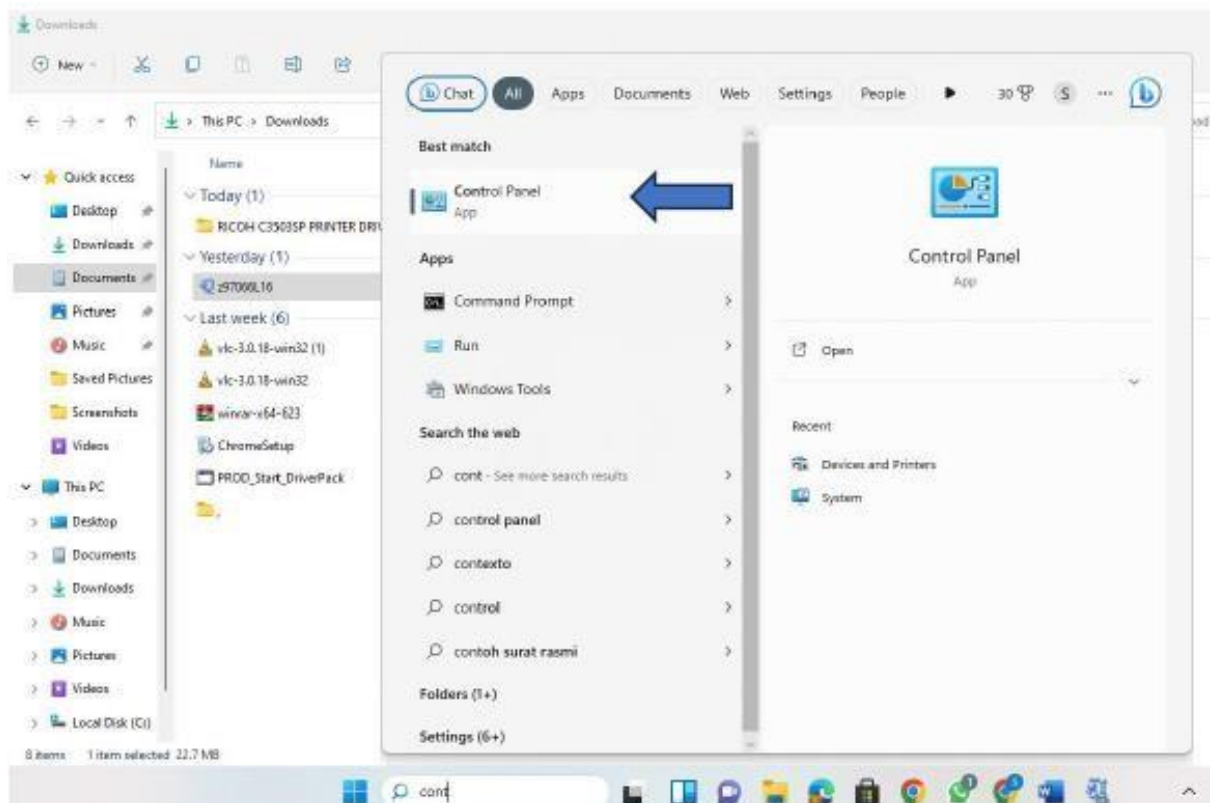
STEP 7 : Before unzip the files, click on the browse to locate the files that we made earlier, which (RICOH C3503SP PRINTER DRIVER) in the download files and unzip it



STEP 8 : Click on ok and click unzip to unzip all the files



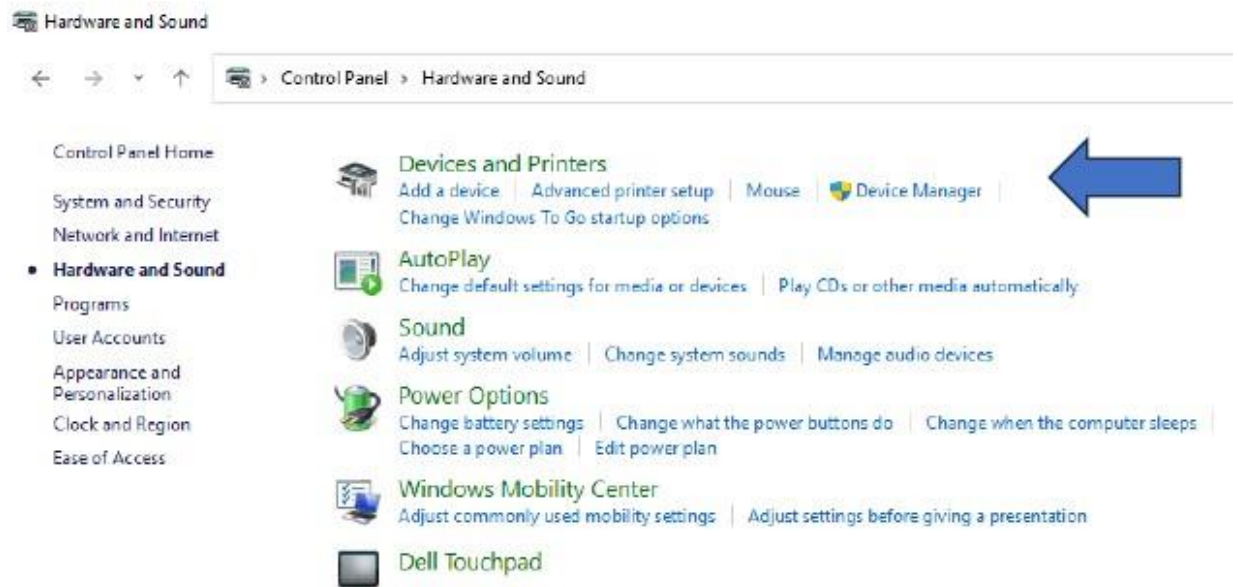
STEP 9 : Once you have unzip all your files, search control panel on the search bar in desktop



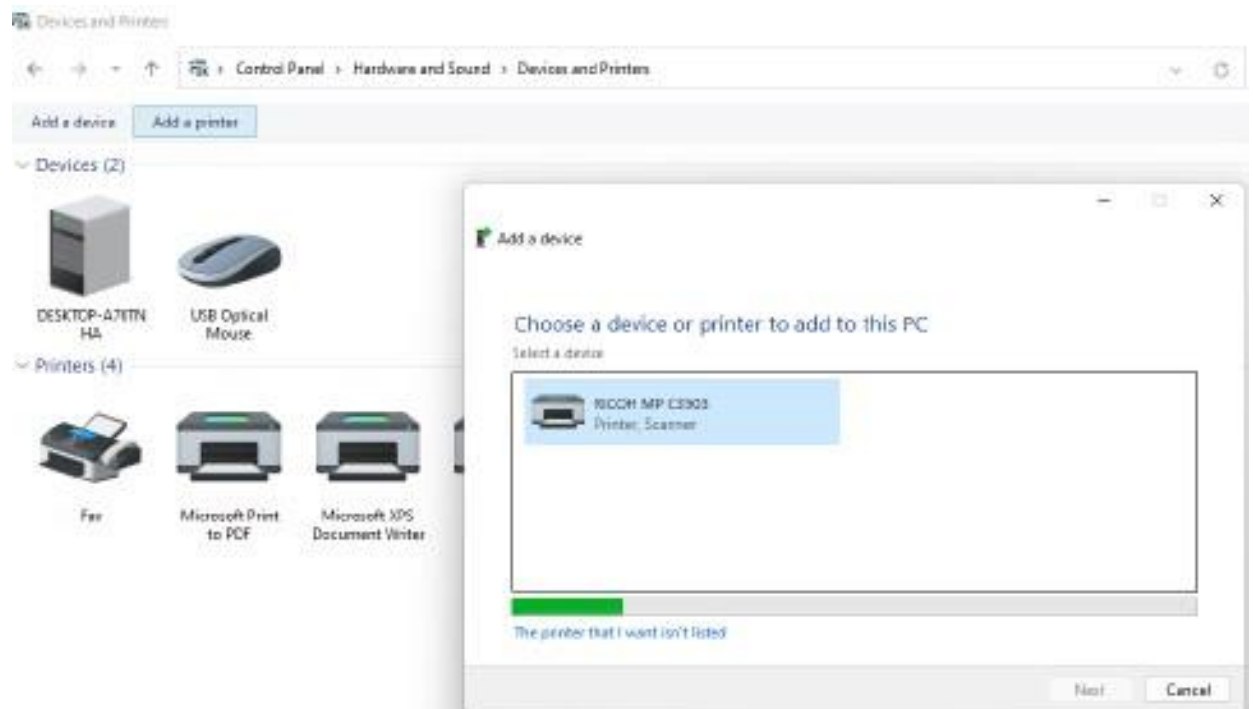
STEP 10 : Click on hardware and sound



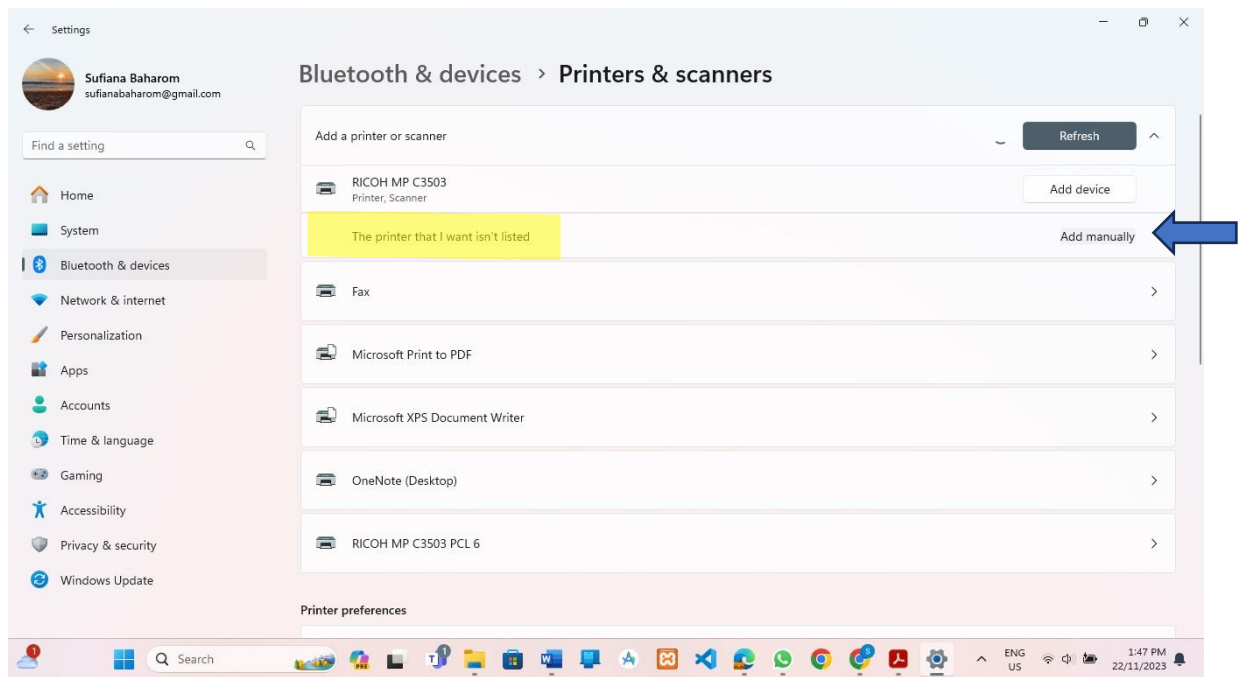
STEP 11 : Click on devices and printers



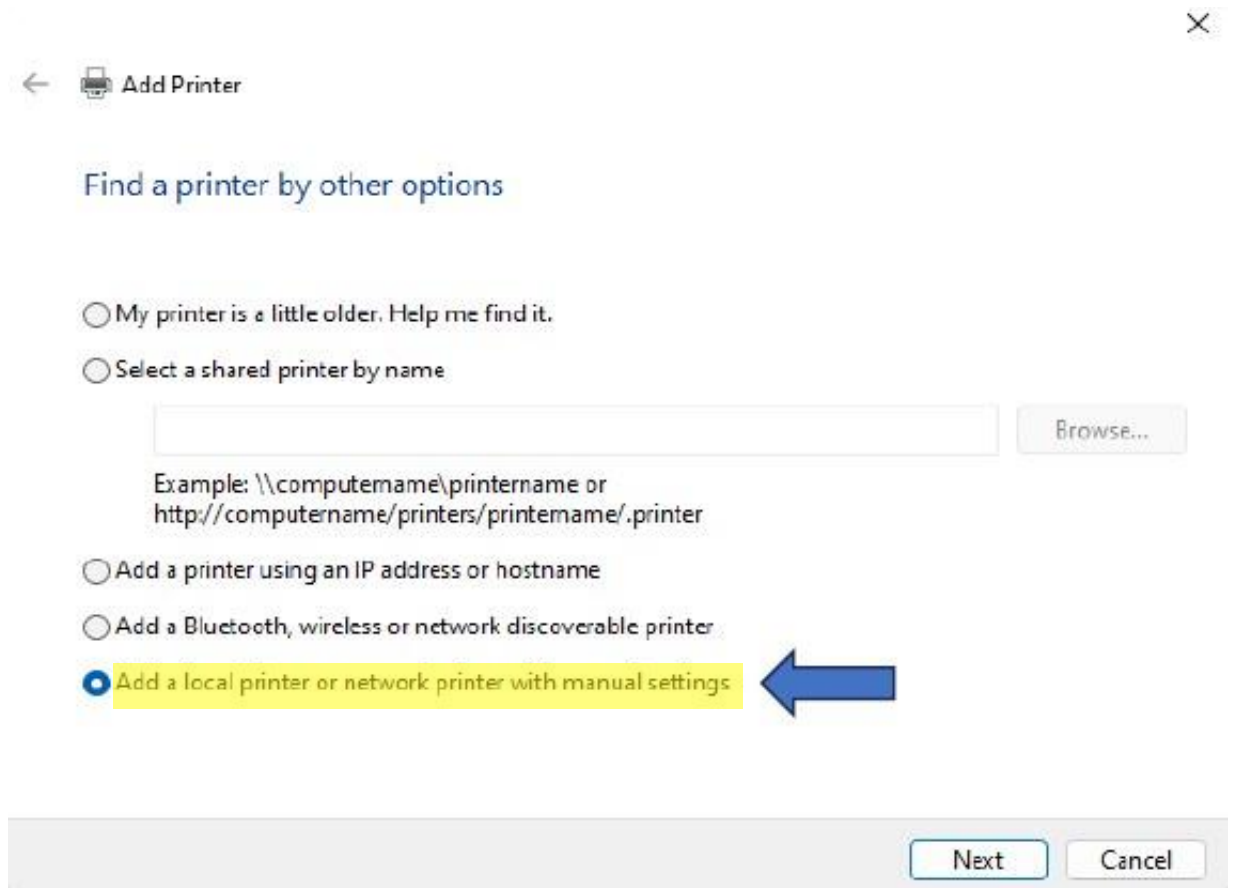
STEP 12 : Click on add printers and click next if you find your printer name and models



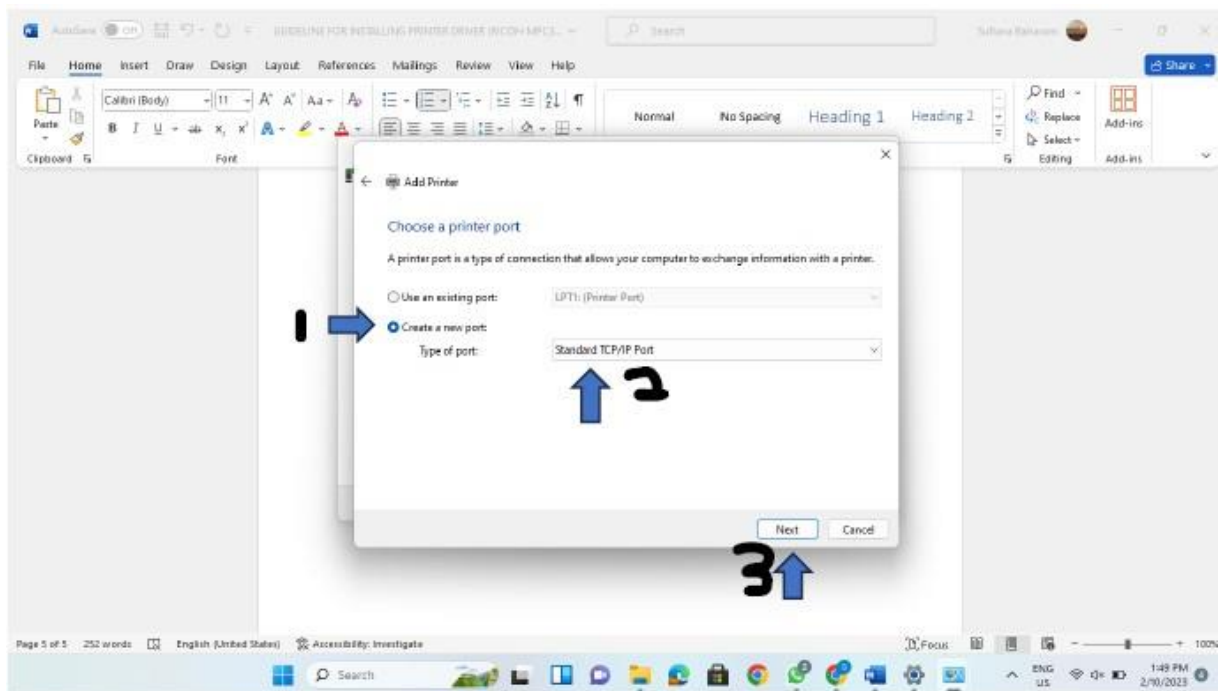
STEP 13 : If you cant find your printer name and models, you can click "The printer that I want isn't listed"



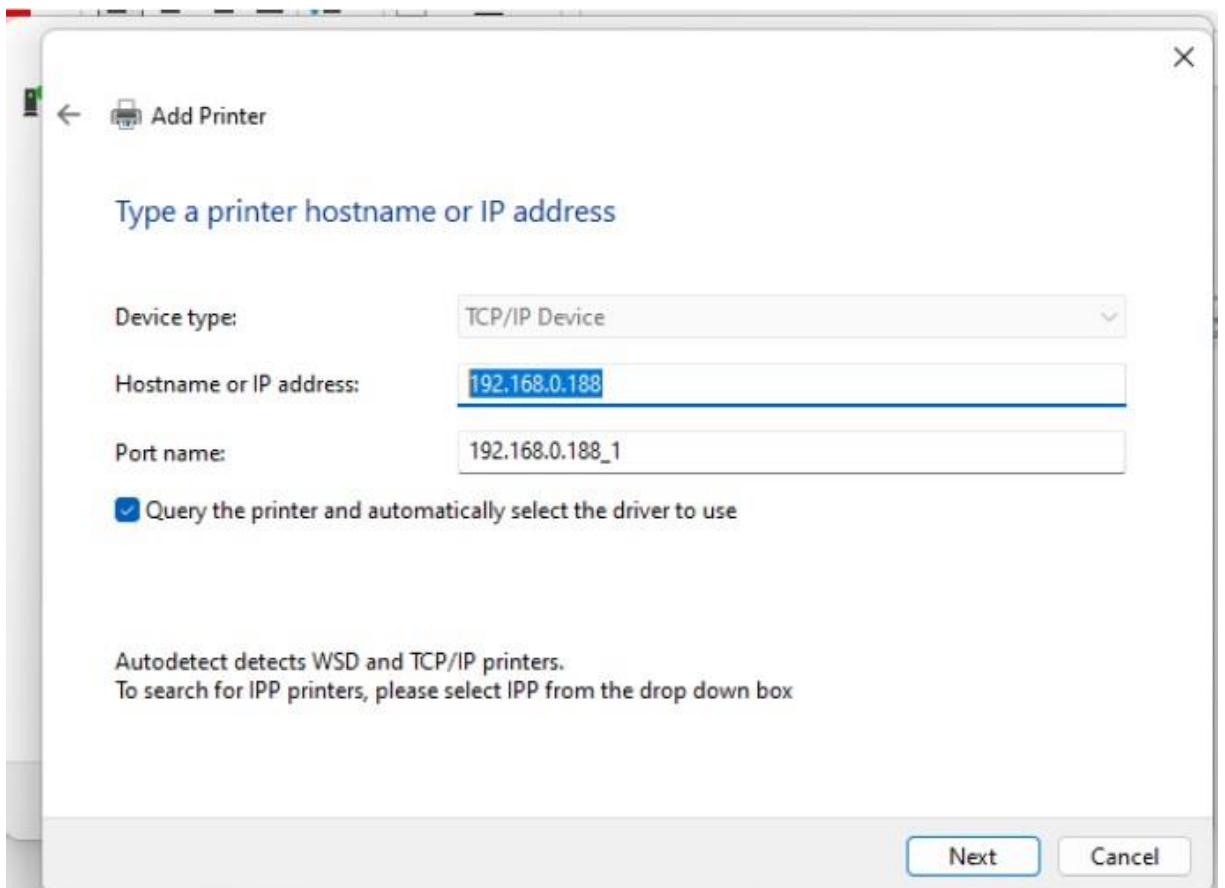
STEP 14 : Click on add local printer or network printer with manual settings and click next



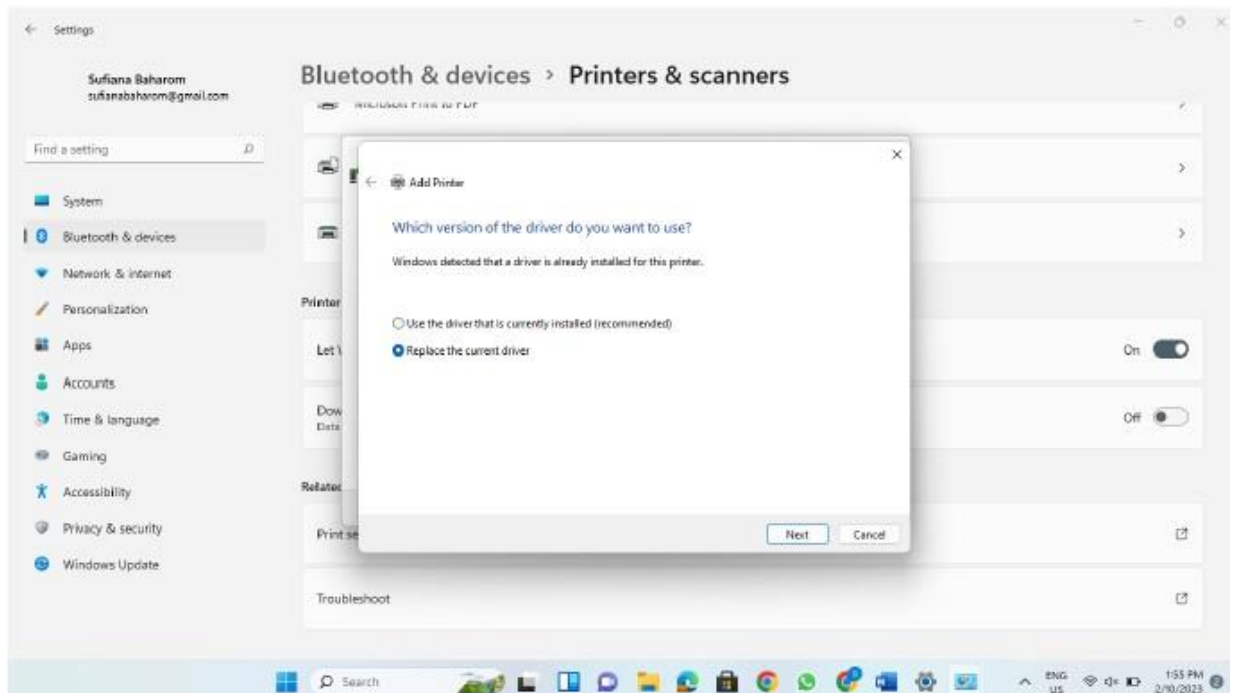
STEP 15 : Next, Click on create new port and choose the standard TCP/IP port and click on next



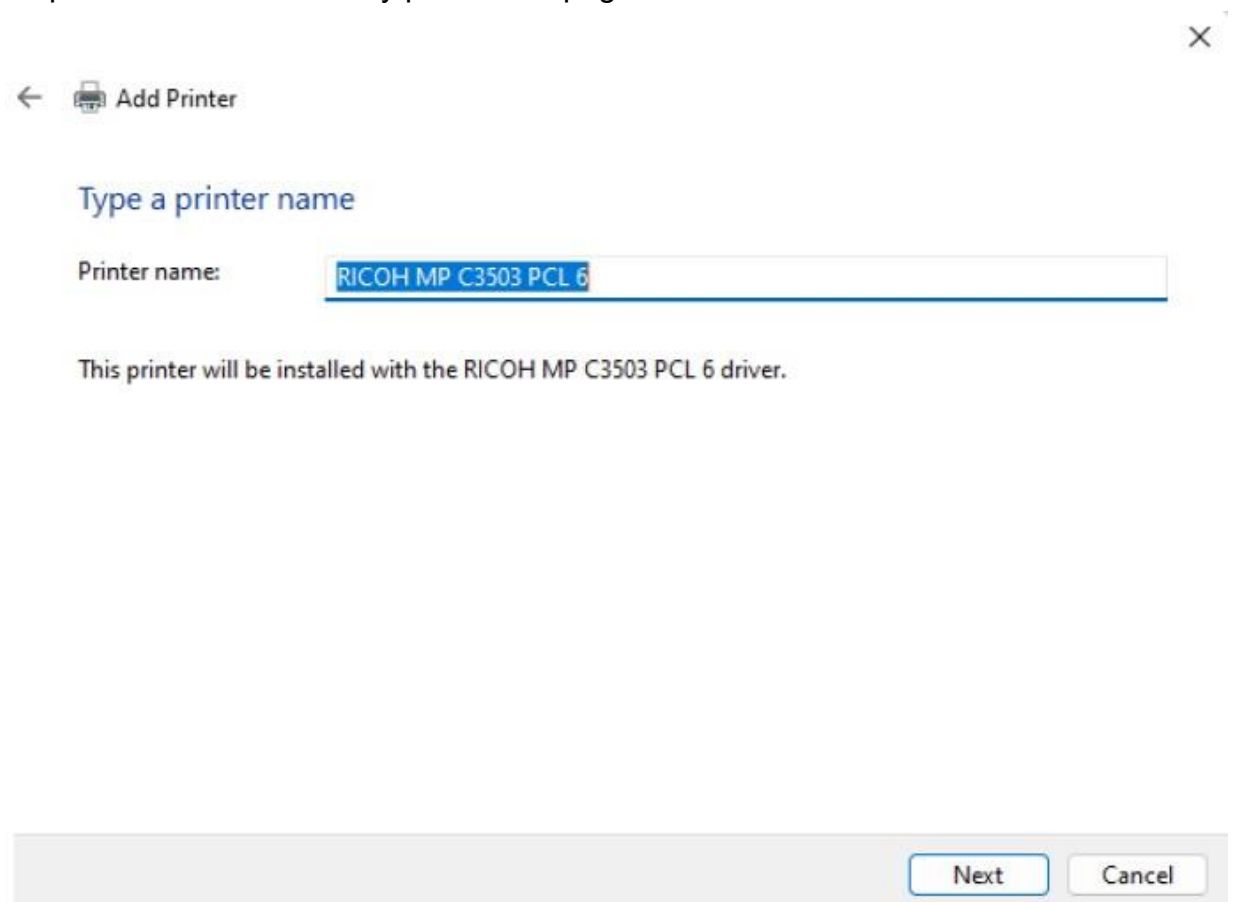
STEP 16 : After click next, you have to type the printer hostname or ip address (For Wallmaster : 192.168.0.188)



STEP 17 : Click on replace the current driver



STEP 18 : After that click on next, and you have successfully installed the printer driver and can try print a test page



4.2.2 SOP or Guidelines for pin location of a shop in google maps for Client Magic Beauty

STEP 1 : Go to Google My Business: <https://www.google.com/business> and sign in with your Google account.

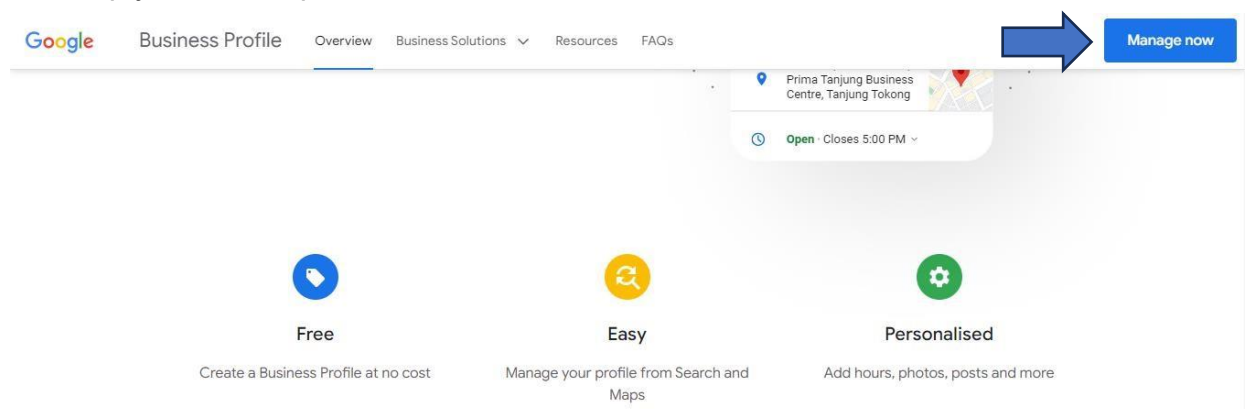
OR

1. If you don't have a profile for your shop, click Create a Business Profile.

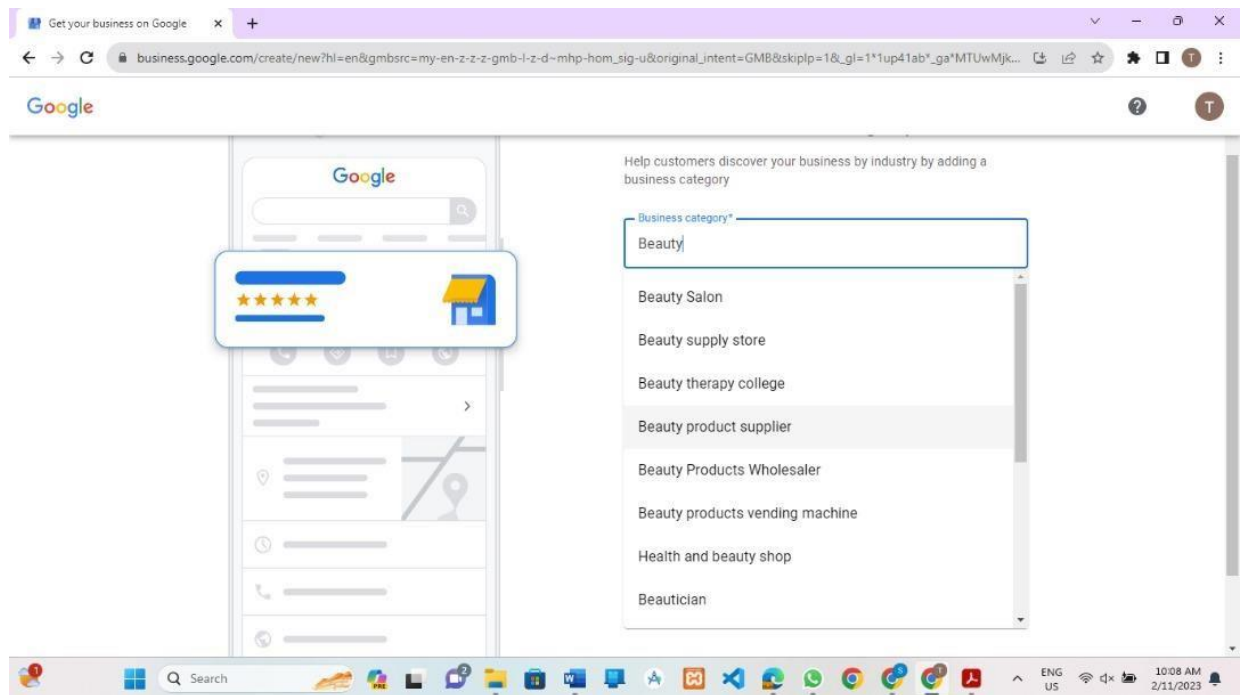
Link=<https://www.google.com/business/>



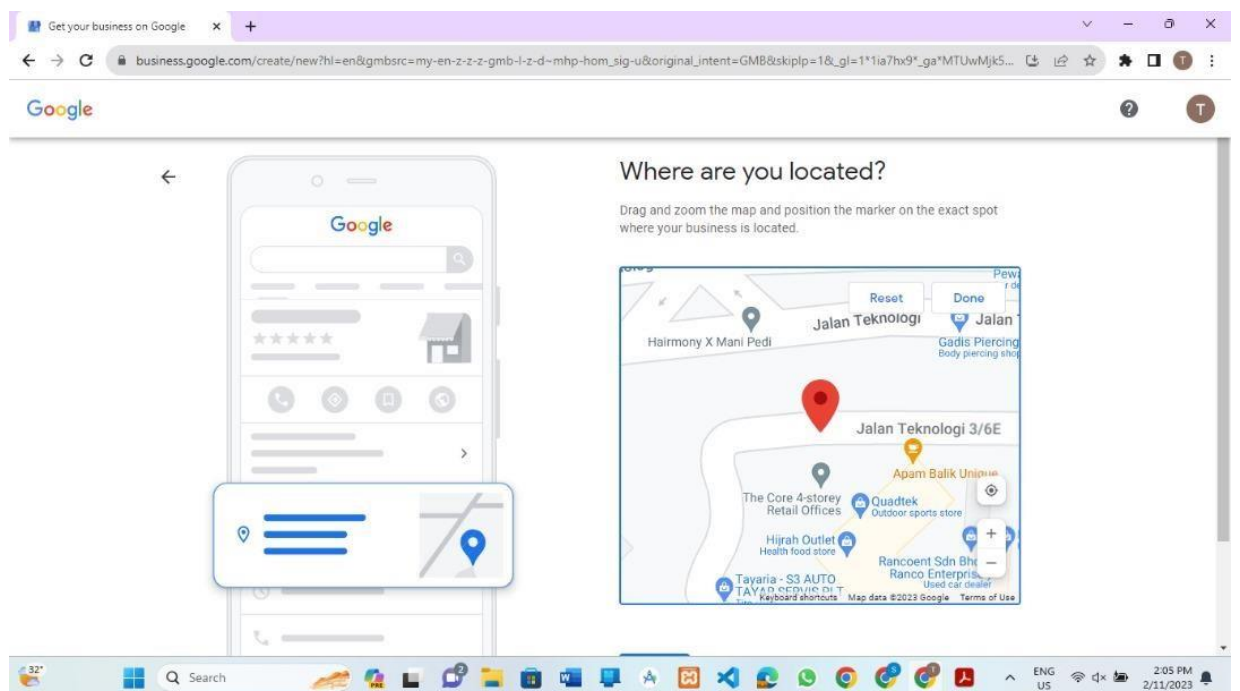
STEP 2 : If you already have a profile, click **Manage your profile** next to the shop you want to pin the location for.



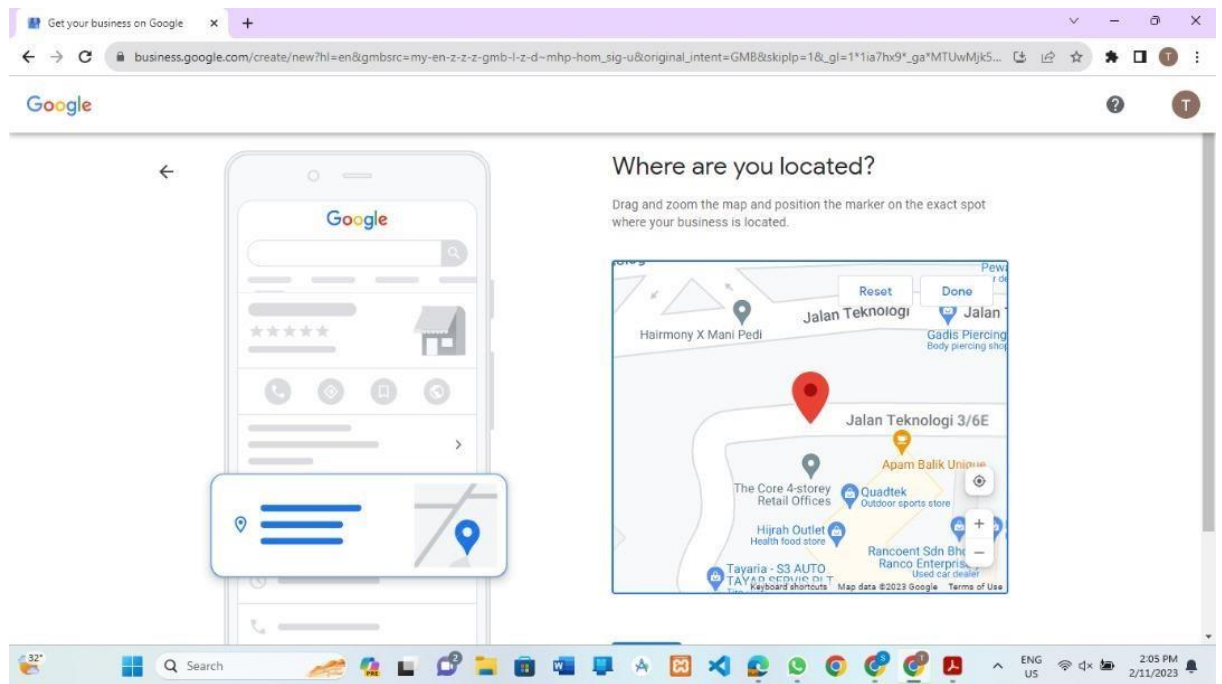
STEP 3 : Click Info.



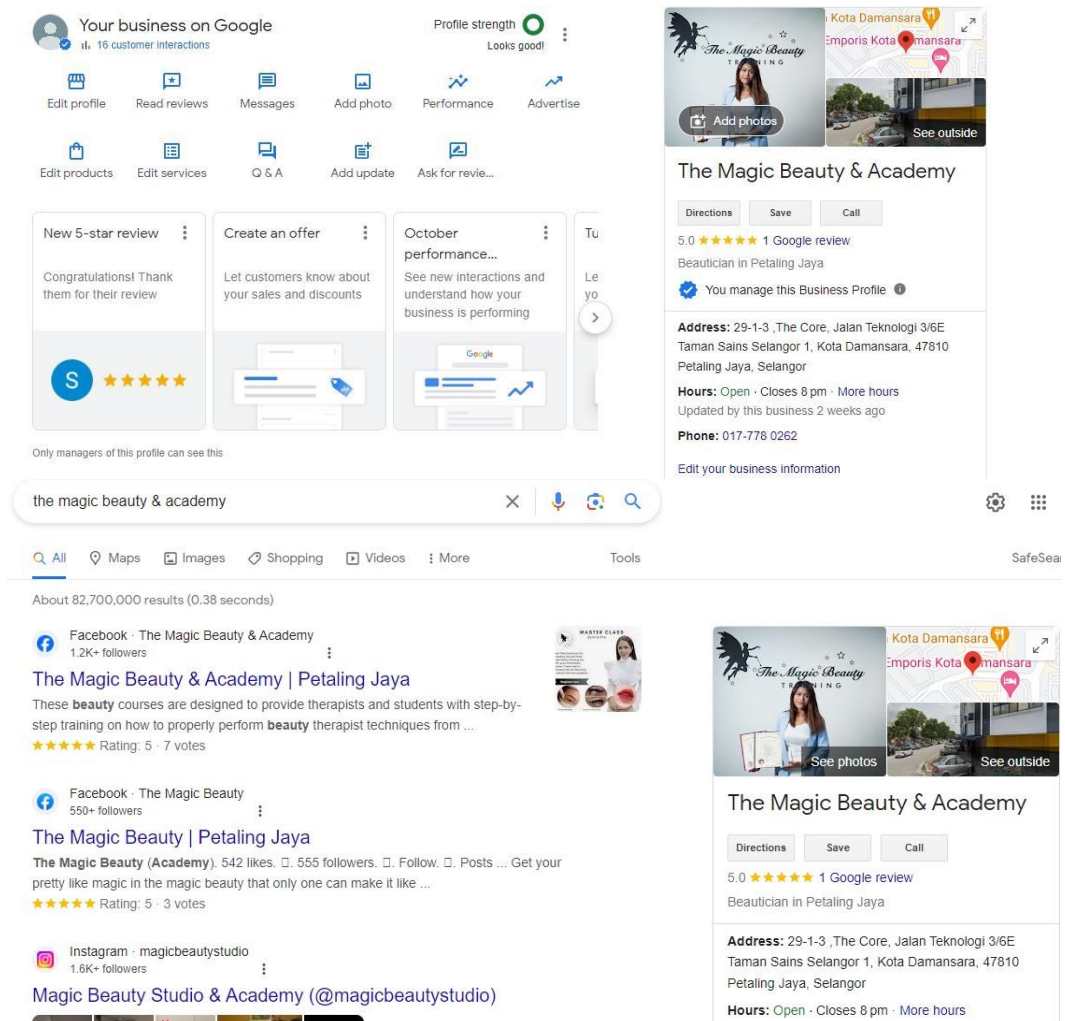
STEP 4 : Under Location, click Edit.



STEP 5 : Click Adjust next to the pin and Move the map so that the pin is located in the exact spot where the shop is located.



STEP 6 : Click Done and Save. Now you can search your business location inside Google



4.2.3 Guideline how to follow SEO requirements for Wallmaster Website

STEP 1 : Scan the problem using plugins SEO to detect the problem

SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
68 pages have a low word count What is this and how do I fix it?	View Details →	Moderate	High
22 pages with duplicate meta descriptions What is this and how do I fix it?	View Details →	Moderate	High
2 pages with duplicate <title> tags What is this and how do I fix it?	View Details →	Moderate	High
2 pages with a long loading time What is this and how do I fix it?	View Details →	Hard	High
38 pages without a H1 heading What is this and how do I fix it?	View Details →	Easy	Medium
2 pages with broken links What is this and how do I fix it?	View Details →	Easy	Medium
79 pages with no meta description What is this and how do I fix it?	View Details →	Moderate	Medium
34 pages returned 4XX status code What is this and how do I fix it?	View Details →	Moderate	Medium
83 pages with a <title> tag that is too long What is this and how do I fix it?	View Details →	Easy	Medium
12 pages with a <title> tag that is too short What is this and how do I fix it?	View Details →	Easy	Medium
15 pages with a poorly formatted URL for SEO What is this and how do I fix it?	View Details →	Easy	Medium

4.2.3.1 Solve 79 pages with no meta description

Example : <https://www.wallmaster.com.my/projects/wallmaster/>

SEO title

Use AI

Insert variable

Title

Page

Separator

Site title

Slug

interior-design-consultant

Meta description

Use AI

Insert variable

STEP 1 : Add a meta description based on the content and context of the pages (Wallmaster website)

SEO title Use AI Insert variable

Title **Page** **Separator** **Site title**

Slug

home

Meta description Use AI Insert variable

Wallmaster Malaysia is a one-stop solution specializing in interior design. We are a fully owned Bumiputra company that has been established in 2016 and registered to CIDB, MOF, and SPKK for general renovation, restoration, interior design, and decoration work for residential and commercial.



4.2.3.2 Solve 22 pages with duplicate meta description

Example : 1) <https://www.wallmaster.com.my/cat-bilik-tidur-warnapastel/>

Meta description Use AI Insert variable

Stainless steel cabinets can be manufactured from a variety of materials including stainless steel, aluminum, and other metals. The cabinets can be customized according to the customer's specifications and requirements.

Example : 2) <https://www.wallmaster.com.my/material-kabinet-dapur/>

SEO title Use AI Insert variable

Title **Page** **Separator** **Site title**

Slug

cat-bilik-tidur-warna-pastel

Meta description Use AI Insert variable

Pastels (also known as "tints") are pale tones of colours created by mixing a significant amount of white into the original shade (a pastel yellow, for example, would be a paler shade of yellow).

CHAPTER 5

FINDINGS AND RECOMMENDATIONS

5.1 FINDINGS

The introduction of a mentorship program promises to further enhance the internship experience. By pairing interns with experienced professionals, the company fosters a culture of knowledge sharing and guidance. Mentors act as beacons of wisdom, imparting their expertise and nurturing the interns' professional growth. In the dynamic realm of digital marketing, where innovation reigns supreme, Wallmaster Digital Sdn Bhd stands as a beacon of excellence. This report delves into the company's exemplary internship program, a testament to its unwavering commitment to nurturing young talent and fostering a culture of continuous learning.

The internship training program at Wallmaster Digital Sdn Bhd has been an epiphany, a revelation that has illuminated the path to my professional destiny. From August 22, 2023, to January 6, 2024, this transformative immersion has metamorphosed me into a titan of digital marketing, granting me the wisdom, prowess, and network to conquer the ever-morphing digital realm I aspire to command.

The internship program at Wallmaster Digital Sdn Bhd from August 22, 2023, to January 6, 2024 has blossomed into a resounding success, weaving a tapestry of remarkable achievements. Interns have emerged from this transformative experience equipped with invaluable expertise in the intricacies of digital marketing, from social media management to search engine optimization (SEO). They have not merely observed but actively participated in real-world projects, their contributions instrumental in propelling the company's growth.

The interns' unwavering dedication and professionalism have resonated throughout the organization. Their eagerness to learn has been a driving force, their thirst for knowledge propelling them to seek opportunities to apply their burgeoning skills. Their positive attitude and collaborative spirit have enriched the company culture, fostering an environment of camaraderie and mutual support.

Wallmaster Digital Sdn Bhd fosters a dynamic and supportive environment that nurtures the growth and development of its interns. The company's commitment to continuous learning, innovation, and collaboration creates an atmosphere where interns feel empowered to explore new ideas, challenge conventional thinking, and contribute meaningfully to the company's success. The supportive mentorship program and strong sense of community further enhance the internship experience, ensuring that interns feel valued and respected.

In addition to its focus on professional development, Wallmaster Digital Sdn Bhd also prioritizes the well-being of its interns. The company offers a flexible work-life balance, encouraging interns to maintain a healthy balance between their professional and personal commitments. The company also organizes social events and teambuilding activities, fostering a sense of camaraderie and belonging among interns.

In Conclusion, Wallmaster Digital Sdn Bhd provides an exceptional internship experience that prepares interns for success in the digital marketing industry. The company's commitment to providing interns with hands-on experience, mentorship, and a supportive environment is evident in the success of its alumni. As Wallmaster Digital Sdn Bhd continues to evolve and grow, its internship program is poised to

remain a valuable source of talent and innovation for the company and the industry as a whole.

5.2 RECOMMENDATIONS

To propel the industrial training program at Wallmaster Digital to unprecedented heights of excellence, a multifaceted strategy is hereby proffered. This strategy encompasses a pre-placement mentorship program, industry-academia collaborations, soft skills development, project-based learning, continuous assessment and feedback, career guidance and support, networking events and industry exposures, and alumni outcomes tracking and feedback gathering.

Prior to embarking on their professional odyssey, students shall be paired with seasoned industry veterans. These mentors will impart invaluable insights, share their hard-earned wisdom, and provide personalized counsel, empowering students to navigate the complexities of the industry with unwavering confidence.

Wallmaster Digital shall forge synergistic alliances with industry stalwarts. These collaborations will foster a symbiotic exchange of knowledge, elevating the relevance of the training program to stratospheric levels. This will yield industry-aligned curricula, realworld projects seamlessly integrated into the training regimen, and guest lectures and workshops delivered by industry luminaries.

Recognizing the paramount importance of soft skills in the professional realm, Wallmaster Digital shall establish dedicated modules and workshops. These meticulously crafted endeavors will cultivate essential competencies such as communication, teamwork,

problemsolving, and adaptability. This will equip students with the intangible assets necessary to navigate the professional landscape with finesse and achieve unparalleled success.

To bridge the theoretical chasm between academia and the practical realities of the industry, Wallmaster Digital shall champion projectbased learning methodologies. This will empower students to harness their theoretical knowledge and practical prowess to conquer realworld challenges. These meticulously crafted projects, tailored to specific industry needs, will provide students with invaluable hands-on experience in a collaborative setting, fostering innovation, adaptability, and a profound understanding of the industry's intricacies.

CHAPTER 6

CONCLUSION

The internship training program at Wallmaster Digital Sdn Bhd has been nothing short of an extraordinary odyssey, a journey of unparalleled learning and growth that has left an indelible mark on my professional trajectory. Spanning four and a half months, from August 22, 2023, to January 6, 2024, this immersive experience has propelled me into the vanguard of my field, equipping me with the knowledge, skills, and connections necessary to navigate the ever-evolving landscape of my chosen profession.

Under the tutelage of my esteemed internship supervisor Aidil Ammar bin Yusairi, I have embarked on a voyage of intellectual discovery, delving into the depths of my chosen discipline. Their unwavering guidance and mentorship have been instrumental in shaping my understanding of the industry's intricacies and nuances, illuminating the path towards professional excellence.

My deepest gratitude extends to Wallmaster Digital Sdn Bhd for providing me with the opportunity to participate in this exceptional internship program. This unforgettable odyssey has indelibly shaped my professional identity, leaving me with an insatiable hunger for lifelong learning and a fervent commitment to making a meaningful impact in my chosen field.

The entire team at Wisma Wallmaster has extended a warm embrace, welcoming me into their fold as a valued member of their dynamic team. Their expertise, coupled with their unwavering willingness to share their knowledge, has been a driving force behind my growth and

development. I am deeply indebted to their unwavering support and mentorship.

As I conclude this transformative internship, I am filled with a profound sense of accomplishment and unwavering optimism for the future. The skills and knowledge I have garnered during this extraordinary experience will undoubtedly serve as the bedrock of my professional success. Moreover, the invaluable connections I have forged with industry leaders and fellow interns will undoubtedly prove to be a treasure trove of resources in the years to come.