



**UNIVERSITI
MALAYA**



GIG1005: Social Engagement

Semester 3, 2019/2020

PROJEK LENTERA

**In CCVC Sepang
Selangor**

by

Adinda Noor Permata Sari	BIA190701 / 17203506/1
Aisyah Razanah binti Abdul Razak	BIA190002 / 17135106/2
Foo Teng Wei (Andy)	BIA190009 / 17204919/1
Jasmine Tan Mei Xin	BIA190011 / 17206175/1
Mohammad Fiqri Bin Mat Razi	BIA190020 / 17174678/2
Munirah Arysha Muzamil	BIA190024 / 17203804/1
Nur Haifa Athirah binti Abdul Manan	BIA190030 / 17205116/1
Omnia Sayed Mohamed Rashed	BIA190702 / 17206476/1
Busra Dursun	BIA190704 / 17205914/1
Razita Aunia Astari	BIA190706 / 17203408/1

for

Associate Prof. Dr. Hazreena Hussein

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1.0 INTRODUCTION

“Projek Lentera: CV Interviews in CCVC Sepang”

As a part of the Faculty of Built Environment researches and First Year Architecture Undergraduates programme of University Malaya (Session 2019/2020), we are required to take part in Social Engagement (GIG1005) curriculum programme. We participated in helping out graduates of Agensi Anti Dadah Kebangsaan (AADK), Daerah Sepang to prepare a curriculum vitae (CV) for their future employment use. The team has named themselves Projek Lentera. “Lentera” is the Indonesian word for lantern. The name conveys our goal to help be a guiding light that helps others out of their darkness.

This project was conducted for seven weeks. Preparations for the project began with planning of the overall schedule and division of tasks between group members. Social media accounts were set up to share our project’s objective with the online community while simultaneously raising awareness of the drug problems faced in Malaysia. Several postings were made via Instagram and Facebook as they were deemed to be the easiest to reach a wide range of viewers.

The project implementations were carried out physically and virtually on our side to cater to the ‘new norm’ situation that we are currently facing during the COVID-19 pandemic. Therefore, 50 volunteers were recruited to distribute the task and ease the workload. A total of 101 participants from AADK Daerah Sepang took the opportunity to receive assistance in preparing their CV to apply for work after graduating from the rehabilitation centre.

On the day of the event, 35 volunteers from the Graduate Development Program (GDP) and 3 volunteers from Universiti Malaya were present at the centre to conduct the physical portion of the project which includes face-to-face interviews and ice breaking activities. While another 30 volunteers virtually conducted interviews via Zoom. The event started off with the participants filling out the prepared CV forms with the assistance of the volunteers. It was then compiled to be digitally produced for a neater and professional look. In addition, ice breaking and motivational activities were conducted for participants who were waiting to be interviewed.

2.0 DIVISION OF WORK

Venue : Adinda Noor Permata Sari's Zoom Meeting
Date : 14th July 2020
Time : 2.00 PM – 4.00 PM
Absence : -

The delegation of work was done through an organisational arrangement along with smaller teams. After the official meeting with our coordinators as well as Mr. Jerryson from Viva Starfish, we were able to have a clearer job scope and use that information to divide ourselves.

We have two methods of job division, first is the overall Social Engagement project's organizational chart as stated below;

Project Leader : Adinda Noor Permata Sari
Secretary : Razita Aunia Astari
Treasurer : Mohammad Fiqri bin Mat Razi
Social Media : Foo Teng Wei (Andy) & Aisyah Razanah binti Abdul Razak
Design & Content : Jasmine Tan Mei Xin, Omnia Sayed Mohamed Rashed & Busra Dursun
Documentation : Nur Haifa Athirah binti Abdul Manan
Video Preparation : Munirah Arysha binti Muzamil
Press : Mohammad Fiqri bin Mat Razi

As well as a job division to handle the online interviews which is as follows;

Team A : Job scope of handling communication between Projek Lentera team and AADK during the project (with the help of Mr. Jerryson), stay updated on the candidates, and keep in touch with volunteers.

Members:

Munirah Arysha binti Muzamil (Head)
Adinda Noor Permata Sari
Aisyah Razanah binti Abdul Razak
Razita Aunia Astari
Busra Dursun

Team B: Job scope of making email templates for everyone to share to companies, look for potential companies, maintain contact with companies, and prepare a listing of jobs for candidates to refer to before the interview.

Members:

Nur Haifa Athirah binti Abdul Manan (Head)

Mohammad Fiqri bin Mat Razi

Foo Teng Wei (Andy)

Jasmine Tan Mei Xin

Omnia Sayed Mohamed Rashed

3.0 FIRST MEETING

Venue : Ar. Sarly Adre Sarkum's Zoom Meeting
Date : 18th July 2020
Time : 08.00 PM - 9.00 PM
Absence : Busra Dursun

We had a brief meeting with Ar. Sarly Adre Sarkum as an introductory to the project that was going to be proposed. He introduced us to the social enterprise Viva Starfish and their efforts in helping marginalized groups. Due to the state of our current social engagement being limited to online methods, he proposed that this project will be a great way to directly impact people in society while still being in the comfort of our homes. With that, he also introduced us to the co-founder of the company, that is Mr. Jerryson Doss Abraham, though we were not able to meet him personally at that time.

After a brief explanation of the project details, we proceeded to have a short ice-breaking session where we introduced ourselves and mentioned things about ourselves. Due to Ar. Sarly's schedule, we had to cut the meeting short, and continued introductions within the Telegram App.

While we awaited for a reply from Mr. Jerryson to proceed with a meeting between our two parties, the team had time to get to know Viva Starfish better through their online content and videos.

4.0 ONLINE MEETINGS (PROJEK LENTERA)

4.1 Meeting 1

Venue : Ar. Sarly Adre Sarkum's Zoom Meeting
Date : 20th July 2020
Time : 08.30 PM - 10.45 PM
Absence : -



First official Projek Lentera's meeting

We proceed to the next meeting with Ar. Sarly Adre Sarkum, Dr. Hazreena Hussein, the coordinator for Social Engagement GIG1005 and was introduced to Mr. Jerryson Abraham Doss, CEO and the Co-founder of Viva Starfish. We started off with a brief introduction from Mr. Jerryson, as he shared with us about his background and how he first got to his part and partial of the business to give an impact to society instead of donating to charity as he found it can be very disempowering to the marginalised community.

After the ice breaking session, Dr. Hazreena started to explain briefly on the deliverables of the project and we got to propose our way of executing this project while adhering to the limitation that the university had set during the Covid-19 quarantine which stated that students are discouraged from traveling and have a physical interaction with the targeted audience. As we went through each party's schedule and timing, the scheduling for the interview preparation was finally in motion. Discussions on how and what we can do to create an impact on others was also a main objective during this meeting. We were fortunate to have

come to a quick consensus as both students and Mr. Jerryson planned accordingly within the requirements of the subject. We also glazed over on what to expect on the day of the interview. The advice was to prepare mentally and physically for the day of the interview, to assist the participants in preparing their CV. Other than that, he also suggested ways to have a good extraction from the talk and interview session that we will have with them. Since then, Mr. Jerryson has also offered us to have a practise session with him and the Viva Starfish team.

4.2 Meeting 2

Venue : Ar. Sarly Adre Sarkum's Zoom Meeting
Date : 23th July 2020
Time : 6.30 PM - 7.30 PM
Absence : Omnia Sayed, Busra Dursun



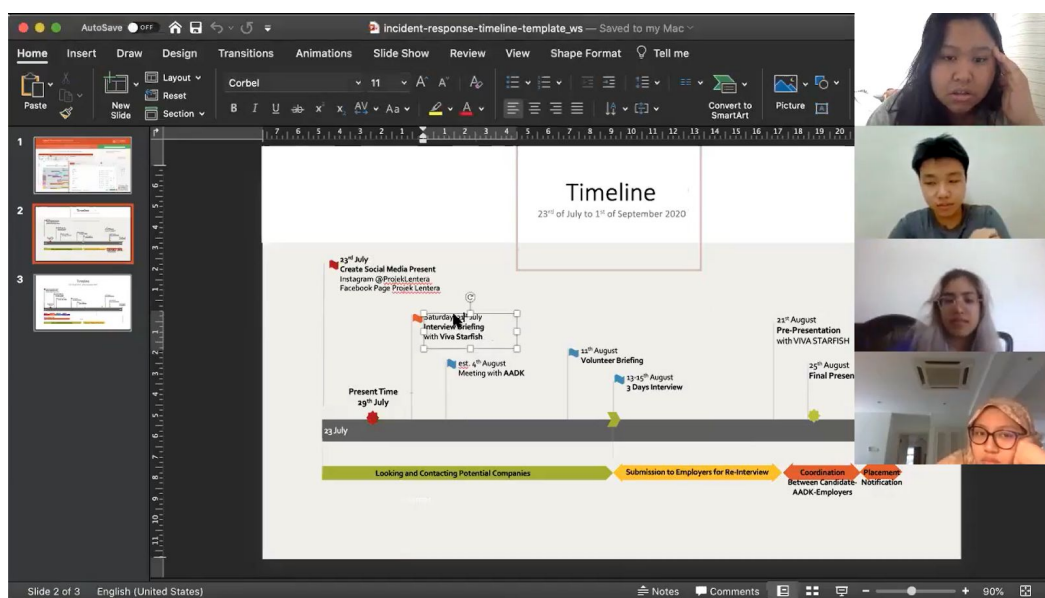
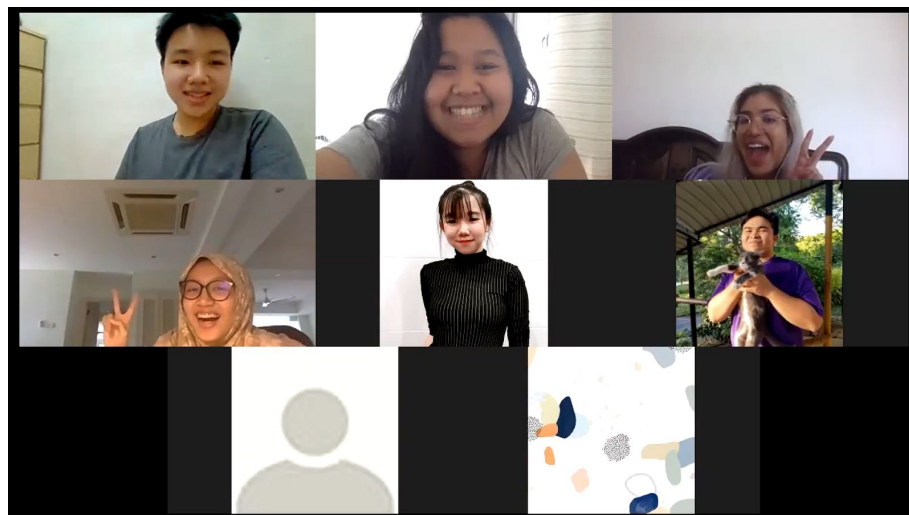
In this short meeting between ourselves, the social media team decided to set up a social media account and pages on well-known and most used by the society regardless of age which are Facebook Apps and Instagram Apps and we also discussed the content, strategies and quality of each of our upcoming posts.

We then discussed the logo design that was proposed by the design and content team lead by Jasmine Tan Mei Xin. Our logo design was essentially inspired by the lantern which fundamentally provides light. In our scope, it serves to empower the way forward, further into the future, and to set aside all the uncertainty around everything that we face. Together as a team, we are here to

lead those who are trapped by carrying this light. While the hand showed that we are here to lend a helping hand to support and to aid them. We are beyond happy and excited to lend a helping hand to assist AADK Daerah Sepang's Rehab Graduates to get back on the right track. We even explored the colour scheme that was used in the logo together with the consent from everyone.

4.3 Meeting 3

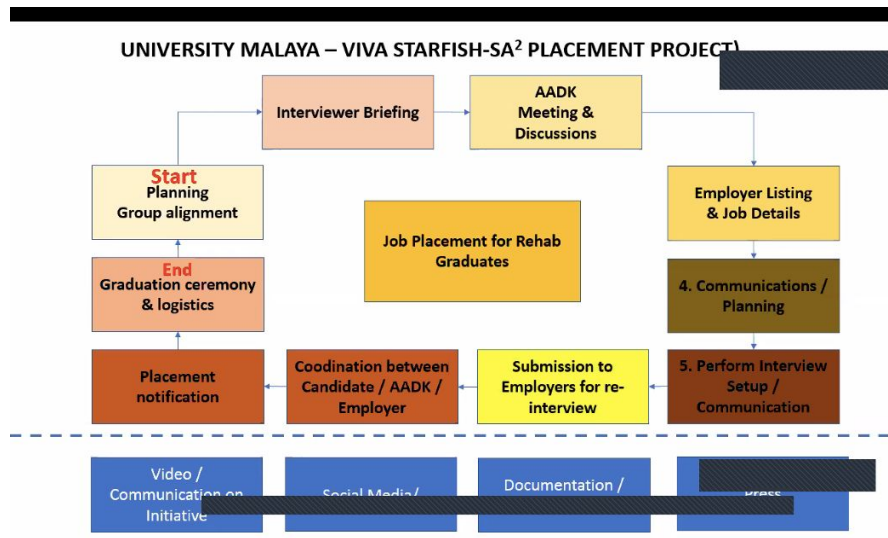
Venue : Adinda Noor Permata Sari's Zoom Meeting
Date : 29th July 2020
Time : 4.00pm
Absence : Omnia Sayed, Busra Dursun



In this short meeting, topics concerning the volunteers were discussed, including how many volunteers we need to make sure the work is fairly distributed and that the schedule runs smoothly. We also discussed the number of groups (which comprises of Projek Lentera members and volunteers) and the tasks each group should be assigned, such as filling in CVs form or preparing the professional and decorative CVs. Since we received good feedback from those who we approached to be part of the volunteers under Projek Lentera's team, we decided to prepare certificates to appreciate them and the work that they had done. To do so, we obtained signatures from our coordinator, advisor, and CEO and CO-founder of Viva Starfish Sdn Bhd to make the certificates official and valuable.

4.4 Meeting 4

Venue : Google Meet
 Date : 5th August 2020
 Time : 3.00 pm - finished
 Absence : -



Since the early stages of this project, we had plan to help out the graduates by sending out their CV's to employers and companies who were keen on collaborating with us. During this meeting, we discussed ways to approach these companies and employers, which were by sending out emails and contacting their human resource department.

We then considered on a slot to do our final presentation together with our advisor and coordinator to go along with our scheduled timeline and also prepared for next meetings with the Viva Starfish team as well as the GDP team as we needed to do a brief presentation to them about what we had plan for the past few days.

4.5 Meeting 5

Venue : Projek Lentera's Zoom Meeting
Date : 10th August 2020
Time : 3.00pm - 5.00pm
Absence : -

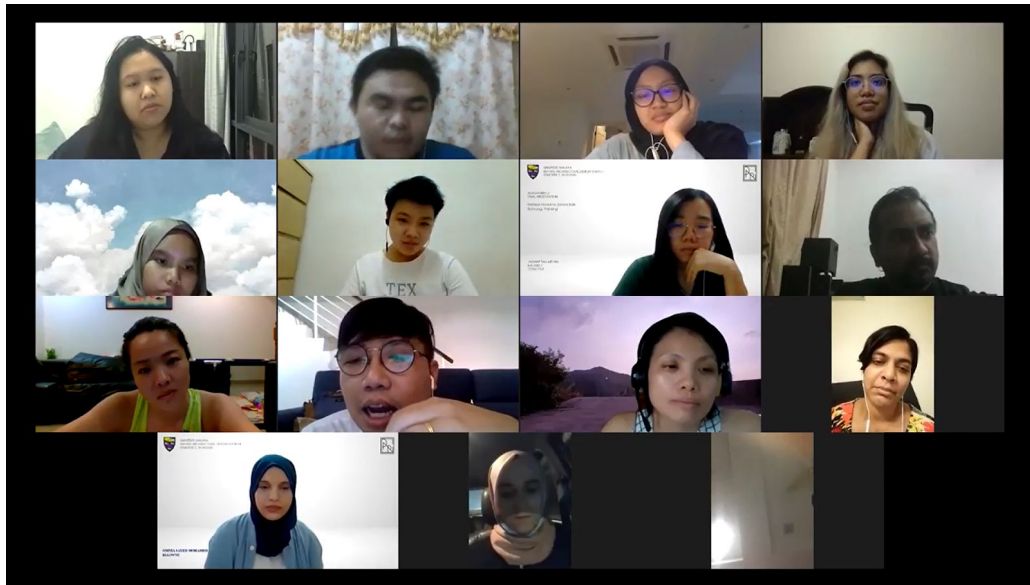
In this meeting, we discussed within ourselves concerning the rules for each party and volunteers for when they arrive at CCVC Sepang and during the interview sessions. This is due to the fact that the identity and information concerning the individuals being interviewed should be kept confidential. On top of that, we also addressed some of the precautionary steps that are expected to be taken during the event due to the COVID-19 pandemic.

After finalising the rules and regulations, we amended and included some essential questions in the CV form for the interview. Some of us also suggested that we should set it in bilingual language (Bahasa Malaysia and English) since a few from our team are international students so it will aid them in understanding the CV form better before the interview starts. We also formed a group chat via WhatsApp for the volunteers under Projek Lentera's team as it would provide a direct channel in communicating and providing details about this program to them.

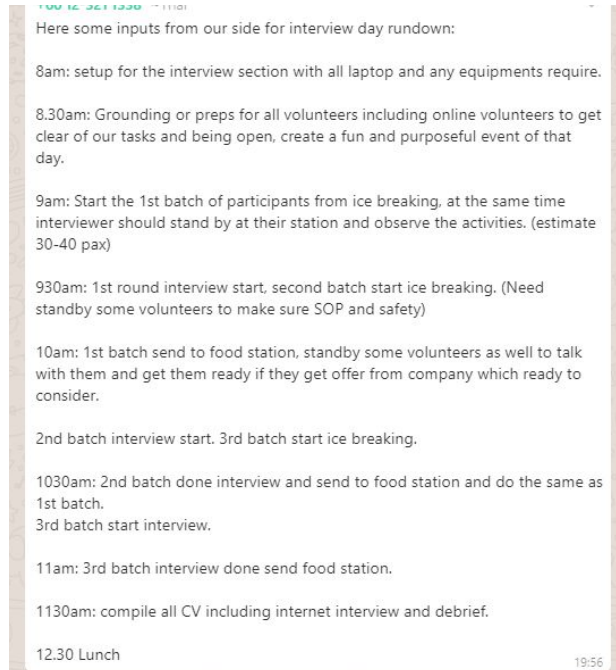
5.0 ONLINE MEETINGS WITH VIVA STARFISH AND GDP

5.1 Meeting 1

Venue : Mohammad Fiqri's Zoom Meeting
Date : 4th August 2020
Time : 8.30 PM
Absence : -



In this particular meeting, it was actually our first time presenting the whole plan of how the actual day was going to be runned to Mr Jerryson and also to the GDP Asianworks team. Since it was our first time meeting the GDP team, we had a short ice breaking session to get to know them and it was actually just a few of their representatives. Moving on to the presentation itself, we had a chance to explain the whole rundown from our side and had the GDP team explained a rundown from their side and had a few minor adjustments until everyone was satisfied with the entire rundown due to both party timing and schedule. As we keep having changes to our rundown, we also need to realign our timeline so that we can have every preparation done completely before the actual interview day.



Input from GDP team through the group WhatsApp chat regarding the rundown schedule.

5.2 Meeting 2

Venue : Projek Lentera’s Zoom Meeting

Date : 5th August 2020

Time : 8.30pm - 9.10pm

Absence : -



A portion of the team from GDP was gathered together with us from Projek Lentera for the first time, to get to know one another and had the chance to share our experience in joining this program or other experiences that we had

before. They also shared with us their occupation and what they can contribute to make this a successful program.

5.3 Meeting 3

Venue : Projek Lentera's Zoom Meeting
Date : 7th August 2020
Time : 11.00am - 12.00pm
Absence : Haifa Athirah



A meeting with Mr Jerryson and a few representatives from the GDP team concerning the interview briefing for D-Day, such as the golden rule that Viva Starfish implements in all of their program for the volunteers and candidates; a few of them were that we cannot give our personal information, to not make any personal commitments to the graduates, always be with the team and many more. We also received suggestions on what we could do to improve the event day. The GDP team graciously offered to have a photographer to take pictures of the participants on-site to help ease the professional CVs making process on our side. We were challenged by Mr Jerryson to do some update on the CV form that was given by the Viva starfish to add other necessary information or to make the other version in English language but we decided to just update and make the form in bilingual format with both Bahasa Malaysia and English.

5.4 Meeting 4

Venue : Projek Lentera's Zoom Meeting
Date : 10th August 2020
Time : 3.00pm - 5.00pm
Absence : Busra Dursun



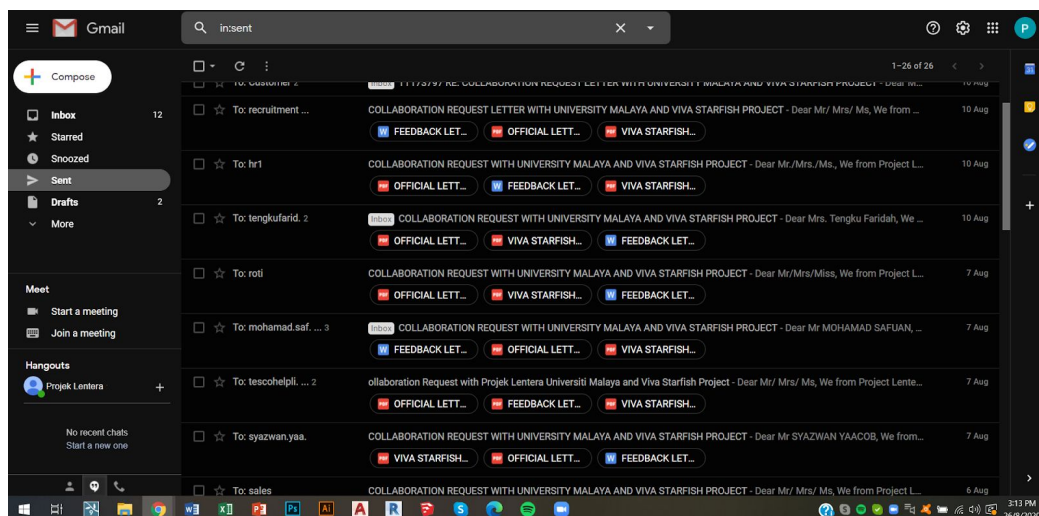
The technical briefing with the GDP team. During this meeting, updates were given by both GDP and UM. We presented the CV template that was prepared as well as the social distancing protocol for the volunteers who will go on-site. Afterwards, we discussed the procedure of the online interview preparation including how many laptops are needed along with other tools that may come in handy. We also talked about the documentation of D-Day. Mr Faisal informed us of his plan to make a documentation that will later be shared with us and uploaded to Youtube.

6.0 EMPLOYMENT SEARCHING

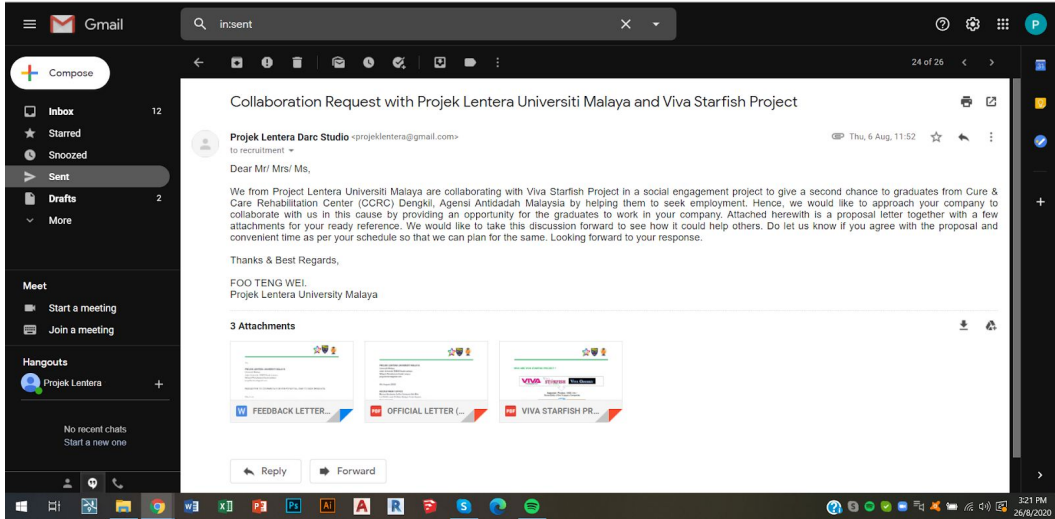
Initially, we were supposed to have a few potential employers listed in the request process to do a partnership in order to give the graduates a second chance for a better life by being employed with a stable job during the early progressing weeks. Since Projek Lentera was divided into 2 main groups which were Team A and Team B that worked on this employment searching, we started to send a proposal letter together with a couple of attachments which included a feedback letter and Viva Starfish Sdn. Bhd. background as a supporting letter to convince these potential employers to work with us.

No.	Company Name	Categories	PIC	Email Address	Tel. Number
1	7-Eleven Malaysia	Service	Andy	recruitment@7eleven.com.my	
2	Starbucks Malaysia	F&B	Andy	recruitment@starbucks.com.my	
3	McDonald's Malaysia	F&B	Fiqri	rmhc@my.mcd.com	
4	KFC Malaysia	F&B	Andy	recruitment.hr@qsrbands.com.my	
5	Family Mart Malaysia	Service	Jasmine	career-familymart@ql.com.my	
6	Tesco Malaysia	Service	Haifa	tescohelpline@tesco.com.my	1-300-13-1313
7	Watsons Malaysia	Service	Jasmine	careers@watsons.com.my	03-2143 2386
8	Mr D.I.Y Malaysia		Haifa/Auni	jobs@mrdiy2u.com/ mohamad.safuan@mrdiy.com	
9	Pos Malaysia	Service	Fiqri	care@pos.com.my	1-300-300-300
10	Decor Trend Industries	Manufacturing	Andy	HR@decortrend.com	603122-2491
11	Man Power Agency HR		Haifa	myhrhelpdesk@manpower.com.my	03 2087 0033
12	Man Power Agency Marketing		Haifa	marketing@manpower.com.my	016 3631 657
13	Arissto (Malaysia)	Manufacturing	Jasmine	cs@arisstto.com.my	(603) 8947 3333
14	HappyFresh	Service	Fiqri	hello@happyfresh.com	03-9212 0192
15	ALLNET TECHNIQUE SDN BHD	Service	Omnia	sales@allnet.com.my	6073533962
16	Interface Group Education	Service	Omnia	interface.group@yahoo.com.my	6082423700
17	The Coffee Bean & Tea Leaf (M) Sdn Bhd	Service	Omnia	hr@coffeebean.com.my	60392001833
18	Giant Hypermarket			careers@dairy-farm.com.my	
19	Jaya Grocer	service	alsyah	syazwan.yaacob@jayagrocer.com	
20	Roti Boy	F&B	alsyah	roti@rotiboy.com	011-1635 3128
21	Kanika Frozen Food Supplier	F&B	Auni	hr1@kanika.com.my	010 - 211 7549

Potential employers and companies listing



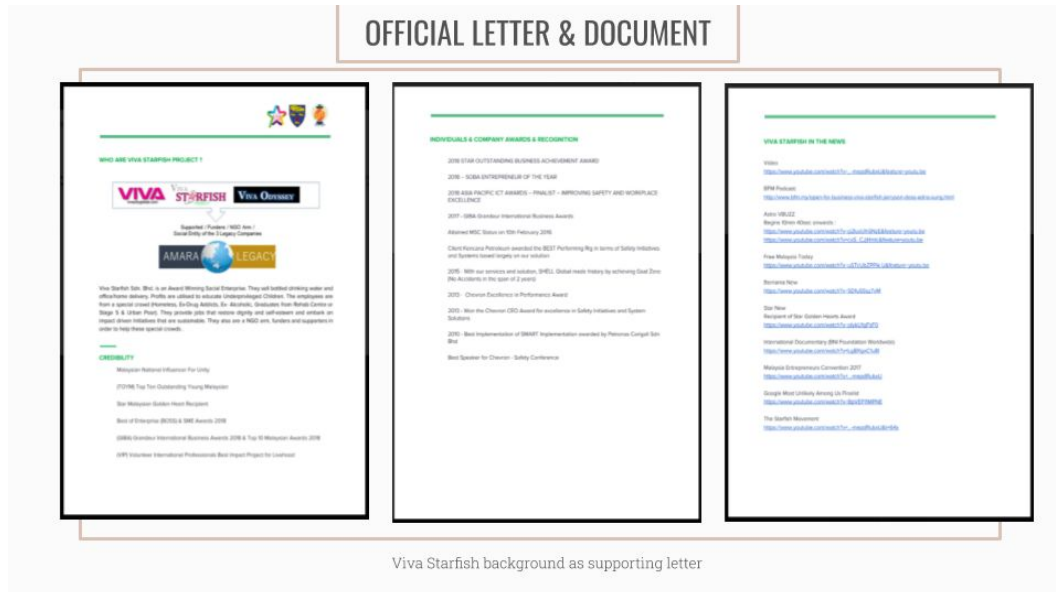
Request emails were sent on Thursday, 6th August 2020 by Projek Lentera.



Requesting email context.



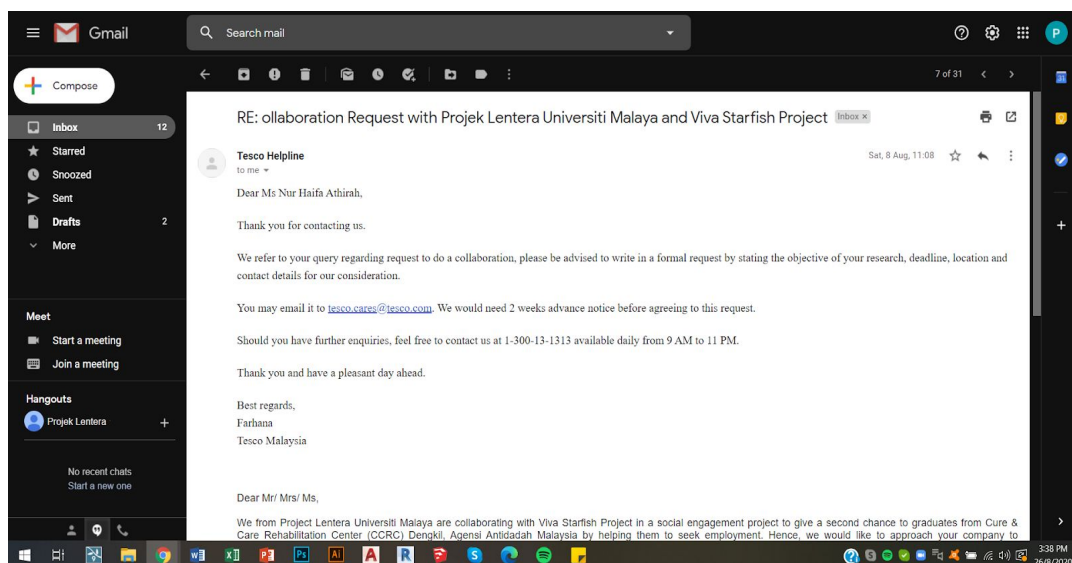
Collaboration requesting and feedback letter.



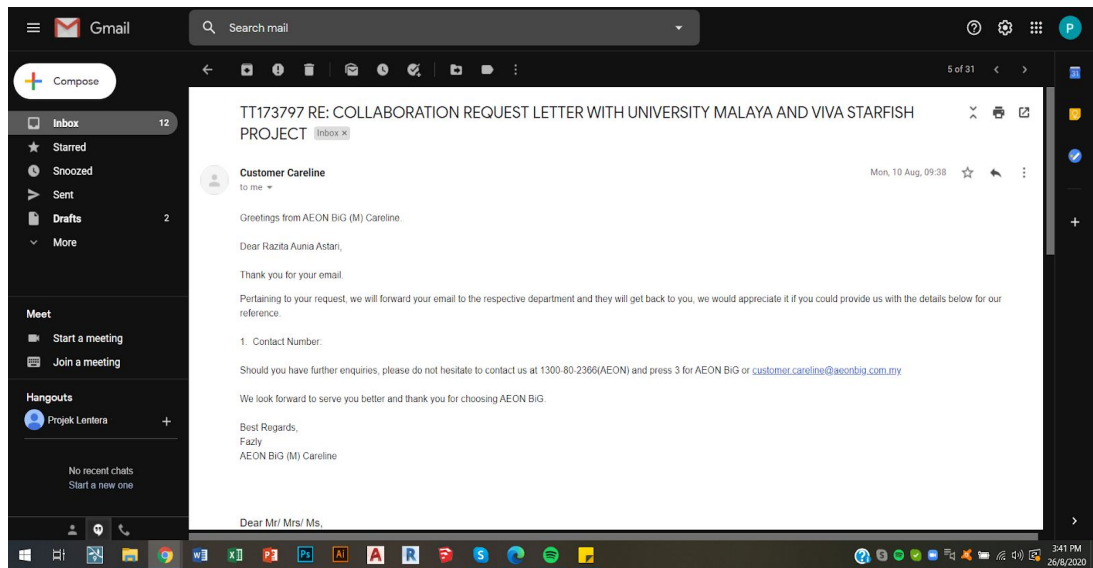
Viva Starfish background as supporting letter

Viva Starfish Sdn Bhd background attached in emails.

Unfortunately, a few days after the emails were sent out we received responses from a few companies stating that the confirmation process for our proposal to be approved or responded by the higher-ups of their companies would take a few working days, or worse, two weeks or more. Follow ups were made by our team but the companies concluded by declining our request of collaboration. After thorough discussion with Mr. Jerryson concerning our current predicament, he understood our situation and appreciated the effort displayed. Fortunately, Mr Jerryson had a few companies and employers secured in time for the graduates. We were then allowed to proceed with other preparations.



Response from Tesco Sdn Bhd.



Response from Aeon Sdn Bhd.

7.0 RUNDOWN AND EVENT PREPARATION

Originally, our target of candidates that were graduating from AADK was a total of 180 people. After the initial meeting with Mr. Jerryson, the Projek Lentera Team were then able to construct a rough rundown schedule that would be conducted over the span of 3 days as follows.

3 - Day Plan (Date was not confirmed at the time)

08.30 AM : Setup equipment and briefing of staff

09.00 AM : Start Interviews -Batch 1 (30 People)

12.00 PM : Lunch

01.30 PM : Start Batch 2 (30 people)

04.30 PM : End and Meeting

In this first draft, we were not aware of the collaboration with the GDP Team, and initially proposed a plan in the worst case scenario where we were only working with the 10 members of our group. The ten members would then split into pairs to form 5 groups of interviewers. Each group would interview 12 people every day during a span of 3 days. Each candidate would have around 20 minutes of interview, which meant a total of roughly 4-5 hours of interviews per day for each group. (Calculations can be seen below)

$10 \text{ people} / 2 = 5 \text{ groups of interviewers (Pairs)}$

$180 \text{ candidates} / 5 \text{ groups} : 36 \text{ candidate/ interview group}$

With an assumption of 20min/candidate,

Total interview time of 4 - 5 hours/ group.

Soon after, we were introduced to the GDP team and their volunteers. Not only that, we were informed by Mr. Jerryson that the amount of candidates we had to help had been reduced to 103, since 77 either had found a job or are not ready to graduate yet. Projek Lentera also decided to find volunteers, and thus the work division became easier as more people were involved. Our method of conducting the interviews was also revised to accommodate all the extra help from the GDP team and our volunteers. GDP team consists of 32 people, 10 of which are volunteer interviewers, and 6 volunteers also helped to facilitate the laptops for the online teams from Projek Lentera's team.

GDP TEAM

1. Loke Weng Thai (Leader)
2. Angel Wong
3. Tham Hei Loon
4. Ng Chee Chung

5. Tuan Faisal Azmy bin Tuan Kob
6. Seow Jian Hui
7. Edmond Yew Keat Chun
8. Chew Keng Yee
9. Fong Sin Ming
10. Yap Hui
11. Ooi Kai Fang
12. Kok Ching Seen
13. Felicia Ann Renuka A/P Subramaniam
14. Yen Jun Giap
15. Liew Sheau Ying
16. Cheang Yuen Jian
17. Wong Chi Kin
18. Wong Swee Mun
19. Ooi Khai Ying
20. Jeremy Quah Ju Kit
21. Teo Shao Hui
22. Puvarasan A/L Balaiyah
23. Nur Anissa Abdul Azis
24. Yong Siow Chie
25. Liew Wan Soon
26. Ang Sing Yee
27. Au Fu Yen
28. Gu Kok Kin
29. Kow Ching Yen
30. Ng Kok Choo
31. Tang Hui Chee

From our side, we were able to find a total of 22 volunteers to help with our work. We managed to get a variety of people both Malaysian and non-Malaysian, as well as those residing in other countries.

PROJEK LENTERA VOLUNTEER LIST

1. Chia Jia Xuan (Johor, Malaysia)
2. Ahmad Zhareff Emir bin Ahmad Haridan (Perak, Malaysia)
3. Kamilia Pamuji (Sidoarjo, Indonesia)
4. Muthia Khansa (Bogor, Indonesia)
5. Mochammad Fadly (Bogor, Indonesia)
6. Go Xze Shean Andrea (Melaka, Malaysia)
7. Muhammad Ammar Hamdan (KL, Malaysia)

8. Tan Li Ying (Melaka, Malaysia)
9. Fatin Aqilah binti Ishak (KL, Malaysia)
10. Noor Safia binti Mohd Razin (KL, Malaysia)
11. Yousef Hosny Elsayed (Abu Dhabi, UAE)
12. Maria Adelia Intan Putri (Nordhausen, Germany)
13. Nisya Salsabila Putri (Bogor, Indonesia)
14. Syifa Syauqina (Medan, Indonesia)
15. Chong Zhu Ann (Selangor, Malaysia)
16. Khairun Aqilah binti Mohd Khairuddin (Malaysia)
17. Mohamad Ikmal bin Mostar (Selangor, Malaysia)
18. Wan Sarah Khadijah binti Wan Mohd Hisham (Malaysia)
19. Krisnaldy Nurrahman Prasetyo (Abu Dhabi, UAE)
20. Nadirah Azra binti Muzamil (Selangor, Malaysia)
21. Farah Farzana (Malaysia)
22. Muhammad Syafiq bin Salim (Melaka, Malaysia)

These volunteers along with Projek Lentera's members then divided themselves into 10 groups of online interviewers, with each group (in exception of Group 1 since Aisyah proceeded to go to the venue on D-day) consisting of one member and at least one volunteer. Not all volunteers helped with both interviewing and preparing CV templates, so we adjusted the grouping according to what each volunteer was prepared to help out with. The online grouping is as follows.

ONLINE INTERVIEW GROUPING

Note: Some of the online interview groups were noted as 'English Speaking' due to the members not being able to speak/ not fluent in Bahasa Melayu.

Group 1 Chong Zhu Ann Fatin Aqilah binti Ishak Farah Farzana	Group 2 Jasmine (Projek Lentera) Go Xze Shean Andrea Tan Li Ying
Group 3 Andy (Projek Lentera) Chia Jia Xuan Ahmad Zhareff Emir bin Ahmad Hamdan	Group 4 (English Speaking) Aunia (Projek Lentera) Muthia Khansa Syifa Syauqina
Group 5 Fiqri (Projek Lentera)	Group 6 (English Speaking) Adinda (Projek Lentera)

Mohamad Ikmal bin Mostar Muhammad Syafiq bin Salim	Kamilia Pamuji
Group 7 (English Speaking) Omnia (Projek Lentera) Mochammad Fadly	Group 8 Busra (Projek Lentera) Muhammad Ammar Hamdan
Group 9 Haifa (Projek Lentera) Khairun Aqilah binti Mohd Khairuddin	Group 10 Arysha (Projek Lentera) Nadirah Azra binti Muzamil

Our team sent the general outline of the rundown to the GDP team. Further discussion and input led to a more detailed version. The date was also confirmed to be conducted on Sunday, 16th of August 2020. The finalized rundown is as seen below.

RUNDOWN
SUNDAY, 16 AUGUST 2020

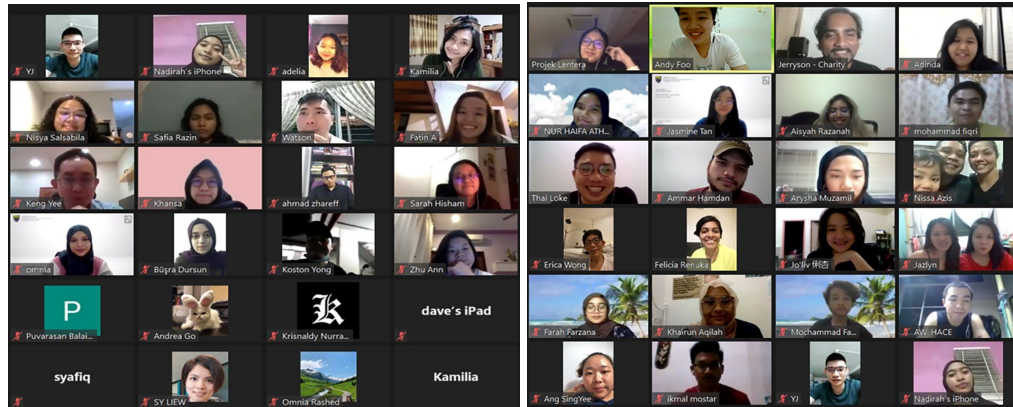
Time	Activity	PIC	UM / Projek Lentera	GDP
08.00 - 8.30	Setup for interview section with all laptop and any required equipments	GDP <i>Liew</i> UM <i>Adinda</i>	Prepare personal laptops and Zoom accounts	Set up laptops and rooms Prepare recording devices
8.30 - 9.00	Briefing: Grounding or preps for all volunteers including online volunteers to get clear of our tasks and being open, create a fun and purposeful event of that day.	GDP <i>Thai</i> UM <i>Adinda</i>	Open Zoom meeting between Projek Lentera and volunteers (1 zoom)	Round up team to start briefing session
9.00 - 9.40	Batch 1 (candidate 1-35) start Ice breaking	GDP <i>Felicia</i> UM	Each online interview prepares the zoom meeting	Interviewers standby at their stations and observe activities

		<i>Lentera Team</i>	room	
9.40 - 10.20	Batch 1 starts the interview (until 10.10). Candidates continue to the food station. Batch 2 (candidate 36 - 70) starts the ice breaking activities	GDP <i>Felicia</i> <i>(Ice Breaking)</i> UM <i>Lentera Team</i>	Each UM personnel OR break room Host Zoom room* **Don't forget to record the session	Prepare the food station for candidates Escort the candidates towards their respective interview stations and food stations.
10.20 - 11.00	Batch 2 starts the interview (until 10.50). Candidates continue to the food station. Batch 3 (candidate 71- 103) start the ice breaking activities	GDP <i>Felicia</i> <i>(Ice Breaking)</i> <i>Thai</i> <i>(Interview)</i> <i>Jazlyn</i> <i>(Food)</i> UM <i>Lentera Team</i>	Coordinate with the GDP team on when to start	
11.00 - 11.30	Batch 3 starts the interview	GDP <i>Felicia</i> <i>(Ice Breaking)</i> <i>Thai</i> <i>(Interview)</i> <i>Jazlyn</i> <i>(Food)</i> UM <i>Lentera Team</i>		
11.30 - 12.30	Compile all CVs and documentation Debrief	GDP <i>Felicia</i> <i>(Ice Breaking)</i> <i>Thai</i> <i>(Interview)</i>	Compile all documentation and start finalizing the CVs.	Compile and handover CV forms to UM team

		UM <i>Adinda</i>	Organize files. Note: Receive extra help from volunteers	
12.30 - 14.00	Lunch Break			
14.00 - 17.00	Employers session	GDP <i>Thai</i> UM <i>Arysha</i>	Prepare CVs Move the information on CV form to the prepared CV template	Contact employers and guide them into the venue
17.00 - 17.30	Packing up all equipments	GDP <i>Liew</i>		

8.0 VOLUNTEER BRIEFING

Venue : Projek Lentera's Zoom Meeting
Date : 12th August 2020
Time : 10.00pm - 11.30pm
Absence : None



In the Volunteer briefing, we invited all 47 volunteers to officially introduce them to Projek Lentera. Razita Aunia from the UM team and Thai Loke from the GDP team were the presenters.

The meeting was divided into two, with Razita explaining the general mission of Projek Lentera and GDP, as well as our partnership with Viva Starfish. Projek Lentera proceeded to explain to the volunteers the things to be noted during the interview, as per briefed by Mr. Jerryson at the previous technical interview meeting. Some points covered were:

Interviewing Golden Rules;

- Never give out your personal phone number
- Do not make any personal commitments
- Do not offer any financial assistance
- Always be with the team (for on-site)
- When in doubt, please call on the team leads and tell candidates “I will have to get back to you on that.”
- Do not indicate which job is better than the other.

Things to Not During the Interview;

- It is not a formal interview (try to get to know the candidates better)
- Be friendly and talk and acquire as much knowledge of the person and their background
- Help them think and to pick out skills that are relevant

- Hear their stories (Family, journey, challenges)
- Find out if they are able to work in Klang Valley
- How can we contact them (Ask for a contact mode)
- Jobs are not specified in detail, employers will answer any queries
- All jobs will meet the minimum wages standards set by the government
- Please indicate it is a Full-time job with benefits
- Accommodation/hostel will be looked into

As well as safety precautions for on-site volunteers (as extracted from the powerpoint used on the day);



After the general briefing on the interview process and safety precautions, the GDP team leader, Thai, briefed everyone with the rundown and the CV forms that had to be filled out by the interviewers. (Please refer to **Appendix 1**) The CV form is an altered version of a template given by Viva Starfish and includes the Projek Lentera logo.

9.0 D-DAY DOCUMENTATION





10.0 D-DAY EVALUATION

Positive

- Face to face interviews performed as planned
- The volunteers testified that they learned a lot from the process and event
- The candidates seemed to enjoy the ice breaking activity, and was overall very happy with the event
- The motivational talks came from different types of people, even some that were drug-addicts themselves, making it seem more relatable and personal to the AADK graduates
- Schedule finished faster even with being late in the morning

Obstacles

- Briefing session began late by an hour; Projek Lentera help their own briefing but soon was informed that those on site began their briefing late. Seemed unprofessional from our part.
- Internet connection at AADK Sepang was really bad, causing many technical difficulties during the online interviews. Some groups could only interview one or two and hand the rest to the offline interviewers. The information could not be conveyed properly
- Some interviewers were not fluent in Bahasa Melayu, although some were from Indonesia and had a similar tongue. But the interview was still able to be conducted despite the slight language barrier.
- After reviewing the CV forms at the end, some were missing information or did not have forms at all
- 2 AADK graduates could not participate in the event due to problems and thus the number of participants was reduced to 101.

11.0 CV TEMPLATE PREPARATION

As mentioned during the volunteer briefing, in order to conduct the interview, VIVA starfish gave us a form that will help us guide the interview question. Projek Lentera altered and provided English translations to the form. (Please refer to **Appendix 1**).

On d-day, Aisyah and some volunteers carried back home all the CV forms filled out on site and helped scan in all of them online. The scanned CV forms were then organized and renamed by the rest of the Projek Lentera team for easier access. Pictures of the candidates were also then uploaded to the shared Google Drive folder and included the AADK graduates' IC number for identification.

After doing so, the Projek Lentera members along with the volunteers in charge of preparing the CV templates regrouped themselves and divided the work. Each Lentera member was in charge of 4 CV templates, while each volunteer had to prepare 3 CV templates. Each person had to use a CV template prepared by the design team (**Appendix 2**) and transfer over the information from the CV forms over. The time given was around 5 days, with the deadline set to be on Sunday, 22 August 2020. A sample of a completed form can be seen in the next page.




MOHD NOOR HUDAIPAH BIN MOHD MOKHTAR

ABOUT ME

I like to go mountain climbing and play various kinds of sports. I love to learn new things that can enhance my knowledge and better me as a person.

PERSONAL INFO

 0387060504 (AADK)

 20 February 1985

 Sugai Petani,
Kedah

SKILLS

Proficient in
English

Knowledge of
insecticides

PROFESSIONAL EXPERIENCE

4 Years	Atlas Edible Ice SDN. BHD. Kedah
3 Years	Rentokil Initial M. SDN. BHD. Kedah

EDUCATION

Level 6 UPSR	Sek. Syed Jan Al Jaffri Sugai Petani
Level 3 PMR	Sek. Men. SG. Layar Sugai Petani
Level 5 SPMU	Sek. Teknik SP 1 Sugai Petani

Example of completed form.

12.0 SOCIAL MEDIA REPORT

Social media was used as a platform to share the contents concerning our project with the general public while simultaneously raising awareness on drug abuse in Malaysia. Instagram and Facebook were the main platforms as we believe those two allow for the largest reach of engagement.

The main strategies applied were:-

1. Post quality photos and infographics

Aim towards a minimalistic and clean graphical language for our post which would appeal to the youth. Ensure the photos uploaded are of good quality and that the contents posted are both accurate and interesting.

2. Share the page and posts on team member's own personal account

Promote the project page on personal accounts to boost it amongst friends. Personal accounts tend to have already established followers who may be interested in the agenda of the project.

3. Ask volunteers to share the posts

Helps to expand and promote the page faster with a wider range of exposure.

4. Include hashtags to captions

Able to reach social media users outside our own social circle.

Popular hashtags increase the visibility of the posts and promote the page to users across the globe.

SOCIAL MEDIA TRACTION REPORT

PROJEK LENTERA

PREPARED BY:
Foo Teng Wei (BIA190009 - 17204919/1)
Omnia Sayed Rashed (BIA190702 - 17206476/1)

DATE OF REPORT:
25 AUGUST 2020



UNIVERSITY
OF MALAYA



Instagram

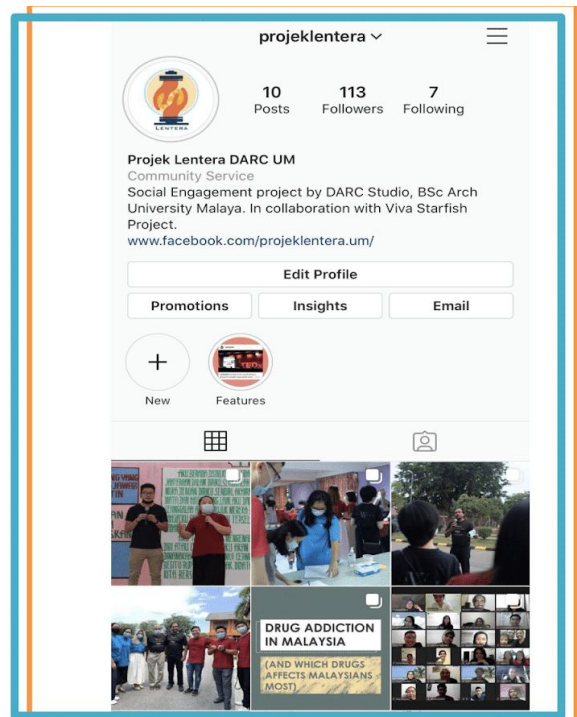
Account Name : Projeklentera

Email : projeklentera@gmail.com

Creation Date : 23rd July 2020

Number of Posts : 10

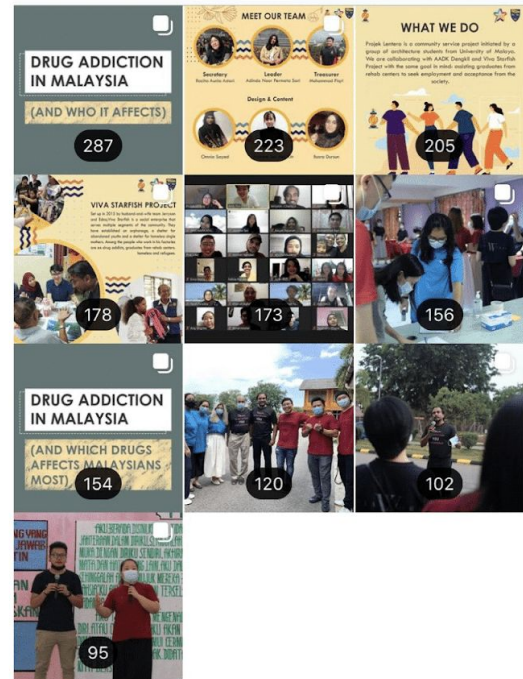
Number of
Followers : 113



Insight content (posts)

Since we created projeklentera instagram page, we posted 10 posts. The first post was posted in 24th July 2020, it was a briefing post for our projek lentera.

The most viewed post in our page was the "Drug Addiction In Malaysia (And who it affects)" post, which reached 287 viewer. The post content is about the drug addiction issue, causes of drug addiction, and the most addicted age group.



Discovery ⓘ



Insight activity (Discovery)

As shown in the graph, there is 200 account viewed our page from 18 Aug- 24 Aug. Monday reached the highest day of visiting our projek lentera instagram page.

Interactions ⓘ



Insight activity (Interaction)

According to interaction, it measures the actions that people take when they engage with our page. The page reached 125 actions taken from 18 Aug - 24 Aug

Insight Audience (Growth)

This graph represent the growth process in our page from Monday, 17th Aug - Sunday, 23rd Aug.

- The number of followers since Monday to Wednesday was steady.
- From Monday to Tuesday there was an increase in the number of the unfollowers by 2 unfollower.
- On Friday, the number of followers increased by 1 follower

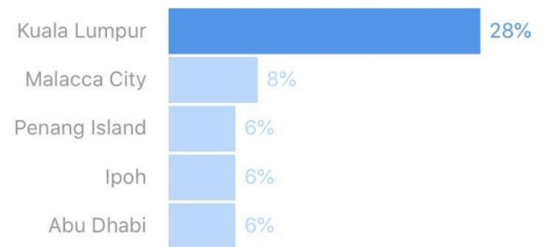
Growth ⓘ

- Overall
- Unfollowed You
- Followed You



Top Locations ⓘ

Cities Countries



Insight Audience (Top Locations)

Projek lentera followers are from different countries and cities. As presented, there is 5 top locations where our followers are concentrated.

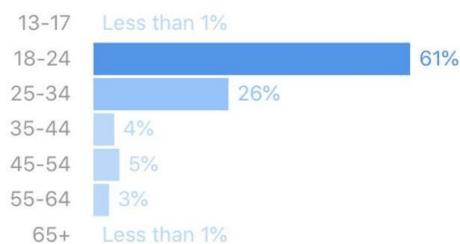
- 28% of the followers are from Kuala Lumpur
- 8% of the followers are from Malacca
- 6% of the followers are from Abu Dhabi

Insight Audience (Age Range)

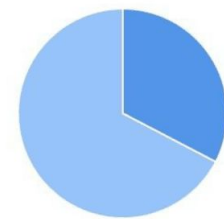
- 61% of our followers are from 18-24 age range which represent the highest range.
- Only 3% of our followers are from 55-64 range age which represent the lowest range.

Age Range ⓘ

All Men Women



Gender ⓘ



67%
Women

33%
Men

Insight Audience (Gender)

- Women are creating the highest percent of the followers which is 67%.
- Men are creating the lowest percent of the followers which is 33%.

Followers ⓘ

Hours Days



Followers ⓘ

Hours Days



Insight Audience (Followers)

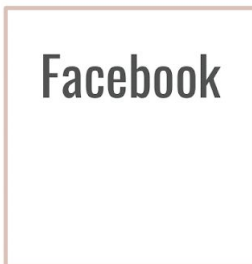
This graph represent the days of the week when our followers are most active.

- 106 follower is active in our page during Monday, which is the most visited day
- 99 follower is active in our page during Thursday and Friday, which is the least visited day

Insight Audience (Followers)

This graph shows the average time when our followers on our page on Mondays.

- 6:00pm is the most active hour on Mondays, while there is 64 follower visits our page at this time.
- 3:00am is the least active hour on Mondays, while there is only 18 follower visits our page at this time



Page Name : Projek Lentera

Email : projeklentera@gmail.com

Creation Date : 24rd July 2020

Number of Posts : 9

Number of Followers : 105

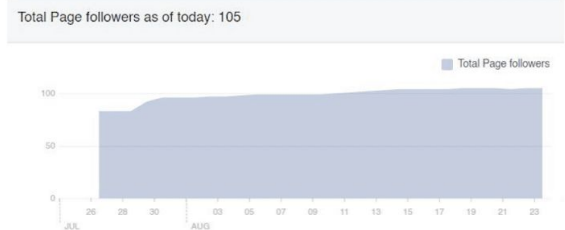


Followers (25/7/2020-24/8/2020)



Summary

1. The total page followers increased gradually in a steady manner, where all are organic followers.
2. Highest daily followers (9 people) is recorded at 29/7/2020 – which is the day we posted the team introduction post.
3. Most followers were youngster between 18-24 y.o. (27%)
4. The percentage of women reached were 18% higher than men.



Reach (25/7/2020-24/8/2020)



Summary

1. The total reach and post reach was highest on 29/7/2020, which is 173 and 177 unique users respectively. The average total reach is 44 while the average post reach is 43.
2. All of the reach are organic.
3. Most people reached were youngster between 18-24 y.o. (26%)
4. The percentage of women reached were 1% higher than men.



Likes (25/7/2020-24/8/2020)

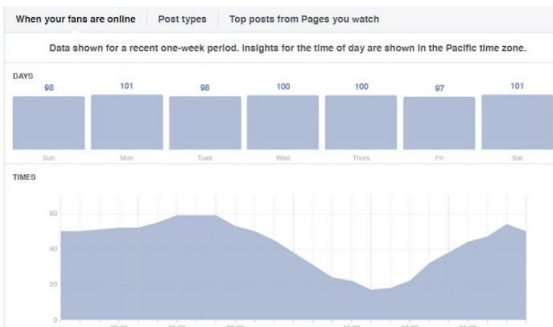


Summary

1. The total page likes increased gradually in a steady manner, where all are organic likes.
2. Highest daily page likes (9 people) was recorded at 29/7/2020 – which was the day we posted the team introduction post.
3. Most page likes happened outside of page visit and news feed.



Posts (25/7/2020-24/8/2020)



Summary

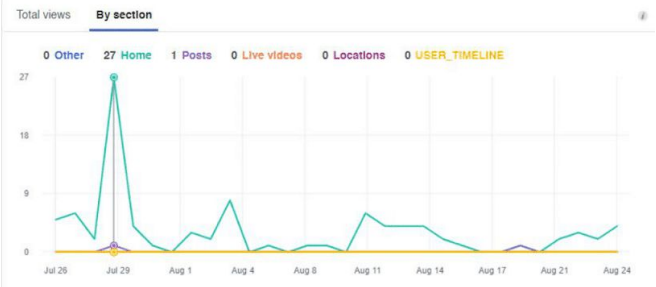
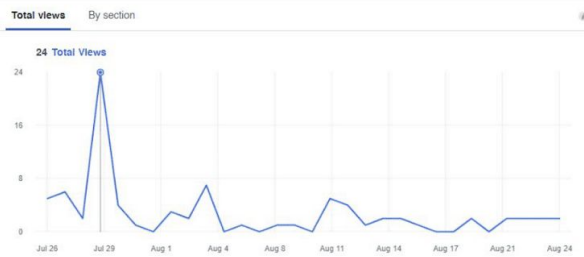
1. The number of fans online per day is almost equal throughout the week.
2. Most fans are online during 6am-8am (59 people) and least around 4 pm (17 people)
3. The project introduction post on 24/7/2020 performs the best with 1.2k reaches and a total of 165 engagements.

All posts published

Reach, Organic/Paid Post clicks Reactions, comments & shares

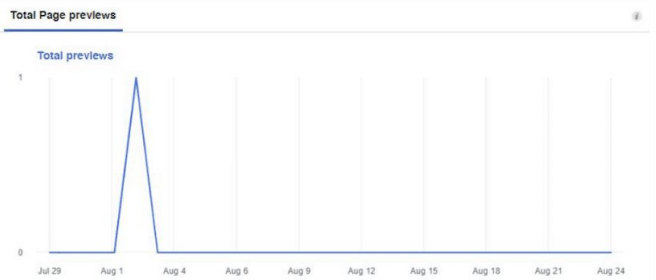
Published	Post	Type	Targeting	Reach	Engagement	Promote
24/08/2020 20:28	Sharing session After the interview, the volunteers and candidates			28	3 4	Boost post
23/08/2020 15:41	Conducting the interview After the briefing, our volunteers sat down with			180	24 15	Boost post
21/08/2020 11:52	Arriving at CCVC Sepang Briefing given by the amazing Mr Jerryson			149	5 13	Boost post
21/08/2020 11:52	Photos from our inspirational day at CCVC Sepang will be rolling out			43	4 9	Boost post
13/08/2020 15:00	In 2019, the abuse of crystal meth (ryabtu) accounts for 50 % of			122	10 13	Boost post
13/08/2020 11:05	Had our meeting last night with the amazing people volunteering for			185	28 11	Boost post
29/07/2020 19:15	Meet the faces behind Projek Lentera! Lead by the wonderful			237	39 23	Boost post
27/07/2020 18:27	Introducing to you guys our main collaborator, the Viva Starfish Project.			58	3 6	Boost post
27/07/2020 18:14	Projek Lentera updated their business hours.			50	1 1	Boost post
24/07/2020 20:27	Hello everyone! In conjunction with Viva Starfish, Projek Lentera from			1.2K	67 78	Boost post
24/07/2020 20:00	Projek Lentera updated their website address.			83	2 4	Boost post
24/07/2020 17:22	Projek Lentera			1	0 9	Boost post

Views & Previews (25/7/2020-24/8/2020)



Summary

1. The total views were highest on 29/7/2020
2. Almost all of the views were of the homepage of the page
3. There was only one preview



Users reached based on countries (25/7/2020-24/8/2020)

Summary

1. Our page have satisfactory international presence
2. Most users who visited our content are from Malaysia
3. This is due to the participation of international students in this project.

Country	People Reached
Malaysia	410
Turkey	30
Egypt	23
Singapore	10
United Arab Emirates	9
France	6
Indonesia	6
Taiwan	4
Jordan	3
Germany	2
Hong Kong	2
Saudi Arabia	2
Bosnia & Herzegovina	2
Bangladesh	1
Japan	1
Qatar	1
Sudan	1
Sudan	1
Cambodia	1
United States of America	1
India	1
Lebanon	1
Philippines	1
Vietnam	1
South Africa	1
New Zealand	0
United Kingdom	0
South Korea	0
Colombia	0
Australia	0
Czech Republic	0
Netherlands	0

13.0 CONCLUSION

This project gave all of us a new life experience, we all give our full cooperation and commitment in making this experience grateful and successful. Through this course, we have learned new skills like teamwork, creativity, planning skills, time management, and critical thinking. In addition, we shared knowledge not just among our team, but we were pleased to have VIVA starfish cooperation with our project. However, we also wanted to offer our friends this great opportunity and to live the experience with us so we asked them to be part of this project as volunteers. This project was not only beneficial for ex-addicts, but it was life changing for us and for our friends too. We did this social engagement in a short period of time, but it provides us new skills, experiences, and memories. As a result, we are all looking forward to getting involved in similar social activities in the future and be an active part in our society. The light of the lantern that we gave to other people, has reflected on our life too.

To sum up, we encourage everyone to be part of the society and give their best to help people and provide them another chance in life. Giving a helping hand to others can be a cure, not just for those in need, but for your soul as well

APPENDIX 1: CV FORM



Viva Starfish Sdn Bhd (1159687-A)
Change Your Water, Change A Life

Reference No : _____

KURIKULUM VITAE / CURRICULUM VITAE

MAKLUMAT PERIBADI 1 / Personal information

Nama / Name : _____
 Kad pengenalan / Identification Card : _____ Tarikh Lahir/ Birthdate: _____
 Jantina / Gender : _____ Tempat Lahir / Place of Birth: _____
 Negara Asal / Country: _____ Status perkahwinan / Marital status : _____
 Bangsa / Race : _____ Agama / Religion : _____
 Unit Komuniti / Community unit : _____ Nombor telefon / Telephone number : _____
 Alamat semasa / Current address: _____

Insurans (Insurance) Yes No

LATAR BELAKANG KELUARGA / FAMILY BACKGROUND

Nama / Name	Umur / Age	Hubungan / Relationship

LATAR BELAKANG PENDIDIKAN / EDUCATION BACKGROUND

Nama Sekolah / School name	Darjah / Level	Major	Lokasi / Location	Tahun Tamat Pengajian / Year of Completion

LATAR BELAKANG PEKERJAAN / PROFESSIONAL BACKGROUND

Majikan / Employer	Kedudukan / Location	Tempoh / Period	Sebab Berhenti Kerja / Reason of Resignation

MAKLUMAT PERIBADI 2 / PERSONAL INFORMATION 2

Hobi / <i>Hobbies</i>	
Bahasa lisan / <i>Verbal language</i>	
Bahasa Tulis / <i>Written language</i>	
Kekuatan Diri / <i>Strength</i>	
Kelemahan Diri / <i>Weakness</i>	
Kemahiran / <i>Skills</i>	

LATER BELAKANG KESIHATAN / MEDICAL RECORD

Hisap Rokok / <i>Smoke:</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Minum Arak / <i>Consume Alcohol:</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Rekod Perubatan / <i>Medical Record :</i> _____		

MAKLUMAT TAMBAHAN 1 / ADDITIONAL INFORMATION 1

Pengangkutan / *Transportation* Sendiri / *Self* Asrama / *Hostel*
Lesen Memandu / *Driving License* Yes No
Pekerjaan yang diminati / *Work interest :* _____

MAKLUMAT TAMBAHAN 2 / ADDITIONAL INFORMATION 2

--

Temuduga Oleh / *Interviewed by* _____

Tarikh / *Date* _____

(Nama & Tanda Tangan)
(*Name and signature*)

Saya mengaku bahawa semua maklumat yang diberikan adalah betul dengan pengetahuan saya yang terbaik. (*I confirm that the information given in this form is true, complete and accurate.*)

Calon / *Candidates :* _____

Tanda Tangan / *Signature*

APPENDIX 2: CV TEMPLATE



EXAMPLE NAME

ABOUT ME

PROFESSIONAL EXPERIENCE

PERSONAL INFO



SKILLS



EDUCATION