

CHAPTER I INTRODUCTION

1.1 Background of the Apprenticeship

The development of science and technology is increasingly rapid, which is then followed by the need for human resources who can master adequate science and technology as well. This is intended so that the development of science and technology can be equalized with the mastery of science and technology by these human resources. The existence of adequate and reliable expertise in their respective fields is useful for obtaining work that is in accordance with competitiveness in order to achieve the desired goals. With adequate expertise, it will produce ready-to-use human resources (HR), both in terms of knowledge, morals, attitudes and other supporting criteria. Human Resources (HR) expertise can be channeled through trainings organized by government and private institutions that aim to improve skills in order to become qualified and reliable HR and can become professional individuals in carrying out their duties. The reliability of human resources can be channeled through four things, namely through knowledge, skills, attitudes and habits. With the fulfillment of these four things, it is hoped that it can produce quality resources both in the business world and in the world of education as applied by the State Polytechnic of Bengkalis Education Institution.

State Polytechnic of Bengkalis is a higher education institution that produces experts from State Universities (PTN) in Bengkalis Regency. This Polytechnic is the only state polytechnic in Riau which was founded in 2001 by the Bengkalis district government under the auspices of the Bangun Insani Foundation (YBI). As of July 29, 2011, Polytechnic of Bengkalis changed its status to a State University (PTN). On December 26, 2011, State Polytechnic of Bengkalis was inaugurated into the state by the Minister of Education and Culture of the Republic of Indonesia, Prof. Muhammad Nuh. Currently, State Polytechnic of Bengkalis has 8 (eight) departments including Marine Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Commercial Administration, Language, Informatics Engineering and Maritime.

State Polytechnic of Bengkalis responsible for improving human resources, especially in achieving the quality of students. One of the efforts made is to require students to take practical work courses. Practical work is a means for students to develop themselves when they enter the world of work. This practical work activity can make a significant contribution to the development of students to prepare themselves as well as possible before entering the world of work and to the development of competence at the Bengkalis State Polytechnic.

The program start at the seventh semester Practical Work is carried out for 4 (four) months. Based on the above, the author as a student of the English For Business and Professional Communication Study Program is required to carry out practical work for 4 (four) months. The author has chosen PT. Centro Digital Riau Mediatama (Ceria TV) as a place to carry out practical work activities because the author wants to get the opportunity to apply the theoretical knowledge/concepts gained during lectures into the real world of work and the author gains direct experience in applying theoretical knowledge / concept according to the field of expertise. During the implementation of the Job Training the author got a place in redaction and event. The implementation of this Job Training is was started from August 21 until December 21, 2023. The implementation of this Job Training is expected to add insight to the author about various good and correct implementation of tasks and to be able to face the real world of work with the experience he has gained.

1.2 Purpose of the Apprenticeship

The purpose of the Job Training program conducted at PT. Centro Digital Riau Mediatama (Ceria TV) are:

1. To descibe job descriptions during apprenticeship
2. To gain a lot of insight and expearence in the workplace
3. To explain practical workplace systems and procedures
4. To find out the obstacles and solutions during the program.

1.3 Significance of the Apprenticeship

The practical work carried out is very beneficial for several parties such as students, companies and State Polytechnic of Bengkalis:

1.3.1 For Students

Students have the opportunity to apply theoretical knowledge and concepts acquired during lectures into the real world of work.

1.3.2 For Companies

There is a collaboration between the world of education and the world of industry/companies so that it is known by academics and companies to get alternative candidates for employees who are known for their quality, dedication, and credibility.

1.3.3 For State Polytechnic of Bengkalis

State Polytechnic of Bengkalis get feedback from companies related to curriculum development and learning processes for students who take part in Practical Work which can improve the quality of their graduates through practical work experience.

1.4 Time and Length of the Apprenticeship

Job Training Activities (KP) are carried out in accordance with the provisions of the rules for implementing the Job Training. The period of practical work is 4 (four) months, starting from August 21st to December 21st, 2023. The schedule for practical work at PT.Centro Digital Riau Mediatama are as follows:

Table 1.1 Office Hours Schedule

No	Day	Office hours	Break
1	Monday - Friday	09.00 – 17.00	12.00 – 14.00
2	Saturday & Sunday	On Call	-

1.5 Place of Implementation of the Apprenticeship

This apprenticeship activity was carried out at PT.Centro Digital Riau Mediatama (CeriaTV) Jl. Srikandi, Delima, Tampan Regency, Pekanbaru, Riau 28292, Indonesia. Telp.0761.562477, Fax.0761562477. The activities carried out by the author during practical work are in the event. With entry conditions starting at 09.00 to 17.00 WIB for Monday-Friday and on call for Saturday and Sunday.