

CHAPTER I INTRODUCTION

1.1 Background of the Apprenticeship

State Polytechnic of Bengkalis is one of the colleges in Riau Province, specifically on Bengkalis Island. State Polytechnic of Bengkalis has 8 departments: Marine Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Business Administration, Information Engineering, Languages and Maritime Affairs. Internship and a thesis are very important graduation requirements for State Polytechnic of Bengkalis students.

Internship is an academic activity that is oriented towards student learning to develop and improve a quality workforce. Internship placements must be in accordance with the student's major. This internship program is one way for students to experience the world of work in companies and offices. Internship also equips students with all the experience, knowledge, and skills that students have gained in preparing themselves to enter the real world of work.

The Study Program English for Business and Professional Communication is one of the study programs in the Language department. This study program focuses on several fields: Public Relations (PR), Marketing Communication (Marcom), Translator / Interpreter, Digital Marketing, Social Media Specialist, Copywriter and Content Writer.

The Communication and Informatics (DISKOMINFO) of Siak Regency is one of the agencies that has a wide scope of work. Duties covering the fields of information, statistics and coding. The Communication and Informatics (DISKOMINFO) Siak Regency provides opportunities for pupils and students to carry out practical work to increase their experience and insight, where the agency provides assignments according to the professional field of study in students are carrying out internship.

This internship was carried out at The Communication and Informatics (DISKOMINFO) of Siak Regency. The author had the opportunity to join the IKPS

(Public Communication Information and Statistics) field in public relations management. In this field, the author is given several tasks: covering the activities of the Regent/Vice-Regent and Secretary of Siak Regency, making news or captions of the activities covered, making LPD letters (*Laporan Perjalanan Dinas*), making *Mutlak* letters, making SPT (*Surat Perintah Tugas*), archive documents, create radio advertisements, create posters and distribute questionnaires.

1.2 Purposes of the Apprenticeship

There are several purposes for carrying out internship for author:

1. Can make good and correct news releases and captions according to the guidelines from the Diskominfo Siak public relations staff,
2. Study some of the letters required to go out into the field to provide coverage both in the Siak Regency and outside the region,
3. Know the types of work available in the agency,
4. Know the work procedures in the IKPS field,
5. Know the documents used in services in the IKPS field,
6. Able to apply the theories that have been obtained during lectures,
7. Fulfill the requirements to complete the D-IV Study Program English for Business and Professional Communication, Language Department, State Polytechnic of Bengkalis.

1.3 Significances of the Apprenticeship

There are several significant that can be obtained from carrying out an internship:

1. Significance for Apprentice

Internship is one way for students to gain real work experience. Internship is also a forum for students to apply the material and theories they have acquired during their studies in the world of work. This internship program can equip students with work experience, improve student skills, build relationships, train self-confidence and other positive impacts that students can feel in this internship.

2. Significance for The State Polytechnic of Bengkalis

Students gain work experience relevant to their field of study. Here students are able to provide feedback and evaluation to the State Polytechnic of Bengkalis college. Where, this can enable the State Polytechnic of Bengkalis college to establish broader working relationships with government agencies and companies.

3. Significance for The Communication and Informatics (DISKOMINFO) of Siak Regency

Internship carried out at The Communication and Informatics (DISKOMINFO) of Siak Regency can help with work in the office with material and theory that was previously obtained.