

CHAPTER 1

INTRODUCTION

1.1 Background of Apprenticeship

Internship is an activity intended for students to gain knowledge and learning in the world of work. Internship is also one of the requirements that must be met by students, especially for Bengkalis State Polytechnic students so that students have experience in the real world of work as well as training students to be able to interact with the industrial world directly.

Internship or practical work is an activity in which a student participates in work activities in a company to gain direct experience in a particular field of study or expertise. The main purpose of practical work is to be able to provide opportunities for students to gain broader experience and apply the knowledge gained during college. Internships are very useful for developing practical skills needed in the world of work, and students will gain a deeper understanding of how certain industries work.

The more advanced technology is today, many companies or agencies use technology to make work easier. This is also accompanied by the need for human resources. It is hoped that this can be equated with the mastery of science and technology by these human resources. From this statement it can be concluded that this internship program is very useful and important to be able to produce human resources who are later ready to work in companies.

Internships are very important for Politeknik Negeri Bengkalis to be able to help prepare and also produce creative students who are certainly ready to be able to work in the field after completing their studies. Including the BISPRO (English for Business and Professional Communication) study program which requires students to do internships. Politeknik Negeri Bengkalis through this internship program in order to build professional skills in the field of science and technology for all Bengkalis State Polytechnic students.

The author took an internship at the company PT.Cloud Hosting Indonesia as a Content Writer in writing business articles, and this IDCloudHost company was the right choice. IDCloudHost (PT.Cloud Hosting Indonesia) is a Web Hosting Provider company based on SSD Cloud Hosting which aims to always keep the website alive and quickly accessed from various countries.

During the internship in the Content Writer division, the author created articles about the introduction of the company's products, SEO learning, wordpress introduction, research and data collection, preparing promotional materials in the form of articles that support the company's publication and marketing, as well as the final project task of creating an E-Book on Website Creation for Beginners.

1.2 Purpose of Apprenticeship

1. Understanding the hosting and cloud industry, as well as the work that exists in the company PT.Cloud Hosting Indonesia.
2. Improving writing skills as well as writing quality content.
3. Learning and understanding effective content writing strategies to use in different types of content.
4. Knowing the content production and distribution process in the company PT.Cloud Hosting Indonesia.
5. Gaining practical experience in accordance with the skills and knowledge of the study program.

1.3 Significance of the Apprenticeship

1.3.1 Significance for the Apprentice

In this apprenticeship program, the apprentices will be able to apply the knowledge they have gained while studying at the campus to the real world of work. Gain hands-on experience and knowledge when interacting with technology companies. Get and add insight into the hosting and cloud industry.

As well as to be able to prepare a career in the industry or related fields.

1.3.2 Significance for State Polytechnic of Bengkalis

The Apprenticeship are very important to make Bengkalis State Polytechnic graduates ready to face the world of work. It can develop skills and experience that are in accordance with the field of study to increase the competitiveness of Bengkalis State Polytechnic students so that they can compete in the world of work after graduation. With successful graduates, it will be able to reflect the positive quality of the campus reputation. So that it can create an image that campus graduates are not only good at academics, but also have the skills to be able to enter the world of work.

1.3.3 Significance for the Company

From this apprenticeship program, the Management Team of PT Cloud Hosting Indonesia can directly observe and assess the skills, performance, motivation, and character of potential apprentices who can then be recruited as company employees. Then this apprentice program can be a pilot project for the company in establishing competency standards for each position in the company's organizational structure, which can be used as a basis for conducting competency gap analysis, as well as designing a comprehensive employee training plan in order to achieve employee quality goals that meet the planned competency standards.