

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Apprenticeship

Most students' dream after completing their education is to be able to enter the world of work. The world of work is a forum for applying various things learned during college. In order to prepare students to compete in the world of work, State Polytechnic of Bengkalis requires all students to take part in an apprenticeship or practical work (KP) program.

Apprenticeship are an opportunity for interns to gain practical experience, hone their skills, and understand directly the real activities at the institution or company where they are interning. Apprenticeship aim at job training to improve certain skills in a professional field. In simple terms, an internship is a professional work activity in an agency, institution or company that organizes a collaborative internship program with universities.

State Polytechnic of Bengkalis equips students to take part in apprenticeship activities, where apprenticeship activities are one of the requirements for graduating. One of the study programs at State Polytechnic of Bengkalis is D4 English for Business and Professional Communication.

The focus of this study program is to form competencies in the field of English that can be applied in business and professional communication contexts. This study program focuses on developing oral and written communication skills in a professional business context, as well as studying aspects such as listening, reading, writing and speaking in a business context. Apart from that, students will also study courses such as Introduction to Business Communication, Intercultural Business Communication, and others that are relevant to business and professional communication needs. This study program also prepares professionals in the field of English for business and professional communication, with job prospects in various fields such as translators, diplomats, publicists, content writers, journalists and others.

Students of this study program will acquire skills that are relevant and in line with the needs of the world of work in the context of business and professional communication which is really needed when carrying out an apprenticeship.

Therefore, becoming one of the students of the English for Business and Professional Communication study program is an opportunity to do an apprenticeship at PT.Centro Riau Digital Mediatama (Ceria TV) which is one of the many online TVs developing in cyberspace (streaming). However, Ceria Tv is one of competitive online TV. It has been established since 2013 and only started actively broadcasting its programs in 2014. Ceria Tv has started broadcasting with expanded cable TV channels. Supported by experts who have decades of experience in their fields, as well as broadcasting equipment that always keeps up with technological developments, Ceria Tv is confident of being able to dominate the highly competitive online and digital TV market. Ceria Tv competes through Live Streaming channels or also known as IPTV (Internet Protocol Television) under the legal umbrella of PT.Centro Digital Riau Mediatama. Ceria Tv is present in Pekanbaru to provide information and entertain the people of Pekanbaru according to program needs that broadcast local information and entertainment that is not covered by national television.

Therefore, apprenticeship is carried out at PT.Centro Riau Digital Mediatama which will be implemented for approximately 17 weeks starting from August 21 to December 21, 2023. After carrying out KP for 17 weeks, students are required to make an apprenticeship report as a form of accountability for every activity carried out during the apprenticeship.

## **1.2 Purpose of the Apprenticeship**

The purposes of the apprenticeship are as follow:

1. To describe job descriptions during practical work at PT.Centro Riau Digital Mediatama.

2. To know working procedures during practical work at PT.Centro Riau Digital Mediatama.

### **1.3 Significances of the Apprenticeship**

#### 1.3.1 Significances of the Apprentice

1. Gaining real-life industry experiences. The apprentices have the ability to put what they learn straight into practice in their working life.
2. Learning new things and implement theories in campus into real practice in the workplace.

#### 1.3.2 Significances for the State Polytechnic of Bengkalis

The apprenticeship program assists Polytechnic in developing relationship with Ceria TV as an initial step for student who interesting in studying and working at journalism.

#### 1.3.3 Significances for the company

1. Upgrading Ceria TV branding

Apprenticeship program gives Ceria TV a chance to promote its image and upgrade the branding of the company.

2. Increasing Ceria TV to hire experienced employee

Ceria TV will be easier to find and hire co-worker and experienced employee because the practical student have had experience working in the company.