

CHAPTER I INTRODUCTION

1.1 Background of Apprenticeship

Improving the education quality is one of the government's efforts to improve the quality of the Indonesian workforce that has competitiveness and quality. Higher education is a form for preparing students as prospective professional and intellectual workers who are equipped with theoretical knowledge and practice of the real world of work.

Moreover, State Polytechnic of Bengkalis, one of the Polytechnic that takes part in preparing its students to be ready to compete in the real workplace. One of them is the implementation of apprenticeship or *Kerja Praktek* (KP) to become a chance for students to implement the knowledge that acquired at campus into a real workplace.

One of the 21 study programs at this polytechnic is the English Diploma-IV study program. Concentration is in the areas of mastering the English language such as professional translators and interpreters, copywriting, communications, and experts in running and managing digital media. This program also provides learning experiences and training to students to develop professional skills in the fields of science and technology. This ensures that students have the ability to adapt, work ethic and responsibility, especially in the business world, as well as a lot of potential for students to advance their careers quickly. Therefore, becoming one of the students in the English study program is an opportunity to do an internship in the PT communications field. centro digital riau mediatama is a television station that displays and broadcasts news, especially in Riau province.

Based on the provisions above, apprenticeship was carried out at PT. Centro Digital Riau Mediatama Pekanbaru, which was held about 16 weeks from August 21th to December 21th, 2023. After carrying out KP for 17 weeks, students are required to make 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 find out how technology has development in the field of news broadcasting through television programs at PT. Ceria TV.
2. To find out how in making news and also the use of tools for shooting news at PT. Ceria TV.

1.3 Significances of the Apprenticeship

1.3.1 Significances of the Apprentice

a. Gain real life industry experiences

The apprentices have the ability to put what they learn straight into practice in their working life and quickly rise through the ranks of many organizations.

b. Apprentices learn new things and implement theories in campus into realpractice in the workplace.

1.3.2 Significances for the State Polytechnic of Bengkalis

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

1.3.3 Significances for the company

a. Upgrade PT.Ceria TV branding

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

b. PT.Ceria TV got a chance to hire experienced employee

It is easy for PT.Ceria tv to find and hire co-worker and experienced employee because the practical student have had experience working in the company.