

CHAPTER I

INTRODUCTION

1.1 Background of Apprenticeship

Apprenticeship is a term that refers to a structured training program designed to teach individuals specific skills and knowledge in a particular trade, occupation, or profession. These programs combine practical and experience with classroom instruction. The main goal of work practice is to provide students with the opportunity to gain more experience and apply what they have learned in college.

Bengkalis State Polytechnic is a tertiary institution in Riau and has the responsibility of preparing its students to complete the real world of work. One of them is by holding Practical Work (KP) as a program that students must take part in as one of the requirements for completing the Applied English Undergraduate Study Program. This activity aims to prepare students to enter the world of work and acquire skills used in the world of work. Students will also gain practical experience in carrying out the tasks assigned by the company. This internship also aims to expand relationships with companies.

Prime Park Hotel & Convention Pekanbaru was chosen by author to complete the apprenticeship, because this hotel is one of the star hotels in Pekanbaru. Sales & Marketing Department is where the author is placed. Based on the provisions above, this practical work will be carried out at Prime Park Hotel & Convention, especially in the Sales & Marketing (SM) department of Pekanbaru City, which will be carried out for four months starting from March 1 to June 29 2024.

1.2 Purpose of Apprenticeship

1. To find an understanding of how the hospitality industry operates in the real world.
2. To find out the data needed to complete the apprenticeship report.
3. To find out the working procedures applied in Prime Park Hotel & Convention Pekanbaru.
4. To gain genuine experience while working in Prime Park Hotel & Convention Pekanbaru.

1.3 Significance of the Apprenticeship

1.1.1 Significance for Apprentice

Apprenticeship gives the student chance to build the relationship between apprentice and company's employee to support their future career. This program also helps the student to hone their knowledge and skills while studying on campus.

1.1.2 Significance for State Polytechnic of Bengkalis

Apprenticeship help polytechnics to improve and prepare the skills of their students. On the other hand, this program can also strengthen cooperation and socialization between Bengkalis State Polytechnic and Prime Park Hotel & Convention Pekanbaru.

1.1.3 Significance for the Company

Through apprenticeship programs, companies can improve their reputation and branding while finding and recruiting qualified, experienced and committed workers.