

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

In a research Lasi and Kemper et al. (2014) The industry is a segment of an economy that generates highly automated and mechanized material items. Since the start of industrialization, advances in technology have brought about paradigm shifts that are now ex post termed "industrial revolutions": the first industrial revolution, which was characterized by mechanization; the second, by the intensive use of electricity; and the third, by the widespread adoption of digital technology.

In the industry there are various work fields that complement each other, one of which is the public relations section. Public relations (PR) is a management function that helps create and maintain mutual communication, understanding, support and cooperation between an organization or company and its public and is involved in handling management problems or issues. Apart from that, PR can also function as a "link and match" between Indah Kiat Pulp & Paper and industry and educational institutions. Basically, building cooperative relationships between vocational education and the industrial world is the most basic principle in terms of cooperation in the vocational field. The aim of establishing this relationship is to synchronize the vocational education curriculum with the curriculum required by the industry. They can also form partnerships to support vocational programs.

Vocational is a learning process carried out so that students are able to develop and exploit all existing potential so that students are ready to work with the competencies they have according to their field and also provide insight into industry needs, and facilitate collaboration between companies and educational institutions to ensure relevance and quality of training programs. Because to face intense competition in the current era of globalization, it is required to have quality, skilled and competent human resources. At this time, as a student, after completing education, he will contribute to the world of work. Field work practice is a form of simulation in the application of scientific disciplines during education

with the hope of providing an overview of work patterns. Field work practice is one of the courses in the curriculum of the International Business Administration Department at Bengkalis State Polytechnic, as one of the requirements for obtaining an applied bachelor's degree. Achieving the objectives of the field work practice is a hope for gaining experience and adjustments in the simulated work environment so that you will become competent and qualified human resources in the future.

1.2 Purpose of the Apprenticeship

From the implementation of apprenticeship, several objectives were obtained in this regard. As for the purpose, it is:

1. Find out the job description of the apprenticeship program at PT. Indah Kiat Pulp & Paper
2. Find out the systems and procedures of the apprenticeship program at PT. Indah Kiat Pulp & Paper
3. Find out a place of the apprenticeship program at PT. Indah Kiat Pulp & Paper
4. Find out the kind and description of the activity of the apprenticeship program at PT. Indah Kiat Pulp & Paper
5. Find out what obstacles and solutions occur during practical work

1.3 Significances of the Apprenticeship

Based on the implementation of fieldwork practices, several benefits are obtained for the parties involved in this regard. The benefits are:

1.3.1 Significance for the Student

There are several benefits from the implementation of the job training programs obtained by the writer, namely as follows:

1. Train discipline, creativity, work motivation, behavior, emotions and ethics.
2. Teach students how to be responsible for a given task.

3. Increase students' knowledge and skills about the world of work so that they gain real work experience in companies/agencies and work together with other people with different backgrounds and scientific disciplines.
4. Seeing directly the use and role of industrial and communication technology at PT. Indah Kiat Pulp and Paper Tbk. Perawan
5. Gain direct and real practical field experience in the world of work.

1.3.2 Significance for the Academic

There are several benefits from implementing the job training obtained the academic, which are as follows:

1. Establishing good relations and cooperation between the Bengkalis State Polytechnic Business Administration Department and PT. Indah Kiat Pulp and Paper Tbk. Perawang, both in the business world and the industrial world as well as implementing field work practices in the future.
2. Bengkalis State Polytechnic Business Administration Department received information regarding the criteria for workers needed by companies where field work practices are carried out so that they can obtain good standardization of prospective workers and be able to produce competent graduates.
3. Developing students' abilities to apply knowledge, which can then be used as evaluation material in the academic field to develop and improve the quality of education.
4. The department will be able to improve the quality of its graduates through internship work experience and the department will be known in the world of work or institutions.

1.3.3 Significance for the Company

The benefits of implementing job training programs are also obtained by companies/institutions that accept job training students, such as:

1. Help lighten employee tasks and exchange knowledge with students.
2. Establishing good relations between the company and the University which can be mutually beneficial.

3. Support higher education in carrying out planned educational programs.
4. Assist the Public Relations Unit in completing daily tasks during the internship.