

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

Higher education is the highest formal education that will produce human resources who have a high intellectual level to compete in the demands of the world of work, both ability demands and quality demands. Therefore, those universities are required to prepare good quality human resources to face increasingly fierce competition. The relationship between theory and practice in the world of education is important to compare and prove something that has been learned in theory with the actual situation in the world of work.

The rapid development of science and technology today makes us more open to accepting changes that occur as a result of these advances and developments. increasingly open to accepting changes that occur as a result of these advances and developments. and these developments. This development must be followed by the development of human resources academically and professionally to support these developments and developments and progress. In facing the challenges of these developments, human resources are needed that are able to adapt to the demands of the times in life. Human resources are one of the important parts in the business world, and because competition is currently very tight, the quality of the workforce must be improved. Every college student should prepare themselves to face the real challenge of finding a better job before or after before or after graduation. So that good preparation can provide readiness for students who will graduate to get a job. Meanwhile, to get the job, students must have hard skills, but soft skills are also needed to face challenges in the world of work. Developing these two abilities while studying at state polytechnic of bengkalis is the best way to be successful in facing competition in the world of work, one of which is participating in the independent campus learning program, namely Certified Internship and Independent Study (MSIB).

The *Kampus Merdeka* program is a revolutionary initiative that has been introduced in Indonesia with the aim of freeing students from the shackles of a rigid curriculum and expanding the scope of learning beyond the classroom. Through this program, students are encouraged to develop their interests and talents independently, as well as contribute to the development of society. The history of the program reflects the spirit of strengthening student independence as well as adapting the curriculum to the needs of the times.

The *Kampus Merdeka* program was inaugurated by the Indonesian government in 2019 as part of higher education reform. The basic idea is to expand students' learning experience beyond the classroom and open up opportunities to develop practical skills relevant to the world of work. Since its launch, the *Kampus Merdeka* Program has undergone significant developments. One of the first steps was to adjust the curriculum in universities to provide more flexibility for students in choosing courses and extracurricular activities. The implementation of the *Kampus Merdeka* Program involves various parties, including the government, universities, students, and industry. The government provides policy support and funds to support the development of innovative programs in higher education. Universities also work with various stakeholders to design a curriculum that is responsive and relevant to the needs of the labor market. Students are encouraged to be active in choosing and managing their own learning experiences, both on and off campus.

Meanwhile, industry plays an important role in providing apprenticeship opportunities, research cooperation, and skills training. This way, graduates can be produced who have high competence according to market needs. Universities across Indonesia have begun to offer a variety of enrichment programs, including Certified Internship and Independent Study (MSIB). The Certified Internship and Independent Study (MSIB) program is a comprehensive career preparation program and provides opportunities for students to study outside the study program with guaranteed SKS conversion recognized by the university.

1.2 Purpose of Apprenticeship

1. Provide opportunities for students to get experiential learning about the work system and mechanism as well as the duties and functions of APINDO, especially in supporting and developing MSMEs. supporting and developing MSMEs.
2. Increase the experience and competence of each student according to the field of knowledge and introducing a real work culture in the business sector and entrepreneurship.
3. Help prepare students to become visionary business consultants, excellent, and personality, ready to face the challenges of the future.
4. Implementing and developing five main Key Performance Indicators (KPIs) in MSMEs, namely business governance, production governance, marketing governance, digital marketing governance, and business development and capitalization. digital marketing, and business development and capitalization.
5. Making a real contribution to the development of MSMEs through the proposal and implementation of innovative and sustainable business strategies innovative and sustainable business strategies.

1.3 Significances of Apprenticeship

The apprenticeship carried out is very beneficial for several parties such as students, companies and State Polytechnic of Bengkalis:

1. For Students
Students have the opportunity to apply the knowledge and theoretical concepts knowledge and theoretical concepts obtained during lectures into the real world of work and get hands-on experience in the workplace directly in the world of work.
2. For Companies
There is collaboration between the world of education and the world of industry or companies which makes these companies closer to the community and known by academics and companies to get alternative prospective employees who are known for their quality, dedication and credibility

3. For State Polytechnic of Bengkalis State Polytechnic of Bengkalis get feedback from companies related to curriculum development and learning processes for students who take part in apprenticeship which can improve the quality of their graduates through practical work experience