

BAB 1

INTRODUCTION

1.1 Background of Apprenticeship

Apprenticeship is an obligation for every Diploma IV student Final level International Business Administration as one of the main requirements for complete the educational process. Internship activities are a form of training work for students to accommodate theories or concepts what is learned in lectures with practice in the field. In activities

Apprenticeship, can increase skills and increase the ability to compete in the business world and government agencies after completing his education. Apart from that, internships are applied to apply knowledge learned in college and learn the details of work standards professional. This experience then becomes a provision in undergoing depth career in the world of work.

PT Rifan Financindo Berjangka, which is the number 1 brokerage company in Indonesia and the author at place it in the Telemarketing section. The Telemarketing part is activities carried out by contacting customers to carry out offering cooperation in each company's business sector, this activity is one of the methods used by PT Rifan Financindo Berjangka in searching customers to join in gold investment, especially PT XUL10 products. Rifan Financindo Berjangka (RFB), is a futures brokerage company operates in the Commodity Futures Trading (PBK) sector.

The Importance of Internship Practice will create a good relationship for authors, educational institutions and related companies. This relationship exists is a reciprocal relationship that complements each other, especially for deep writers provide experience in the world of work.

1.1.1 Purpose of the Apprenticeship

The author carried out field for writing purposes Apprenticeship which is mandatory for College of Science students Jakarta's Indonesian Economy in achieving the title of Associate Expert. As for goals What you want to achieve from this internship is:

1.1.2 General Purpose

The general purpose of the International Business Application (ABI) program is to equip students with the knowledge and skills needed to understand and manage key aspects of global trade and business.

1. To fulfill the internship course and is one of the requirements Diploma IV Study Program in International Business Administration in obtaining Applied Bachelor's degree at Bengkalis State Polytechnic.
2. To know, recognize and improve understanding directly into the real world of work.
3. Get a real picture of the theory you learned during college especially in the Telemarketing section.
4. As motivation to improve learning for students regarding conditions actual company.

1.2. Special purpose

The specific purpose of PT Rifan Financindo Berjangka is to provide reliable and innovative futures trading services to clients, with a focus on enhancing their understanding of financial markets and risk management.

2. To find out how the process of Telemarketing activities is in PT. Rifan Financindo Berjangka.
3. Play a direct role in the work process in the Telemarketing section. Adapting the Internship Work Practice Program to appropriate activities implemented in the Telemarketing section.
4. To find out in depth about the activities carried out in the Telemarketing section which has been determined based on the decision Company Management.

1.3. Significances oh the Apprenticeship

Apprenticeship provide hands-on training in a real-world environment, allowing interns to develop practical skills relevant to their chosen profession. This practical experience is often more valuable than theoretical knowledge alone.

1. Developing the writer's knowledge and insight into the world of work which is true, especially in the field of Telemarketing.
2. Obtain opportunities to work in agencies or institutions related.
3. Train a sense of responsibility and writer's mentality in the world of work.