

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Education has an important role in developing one's abilities and skills to enter the world of work. In universities, it is still very limited to present material in classrooms and practices that are only obtained in laboratories on a small scale. Therefore, to understand the problems that arise in the world of work and find appropriate solutions, students need to carry out activities directly at the relevant agencies/companies in providing education in accordance with their fields. So that after graduating from formal academic activities, students can utilize and use the knowledge and experience that has been obtained during the training and can be directly applied. One way for higher education to improve skills and develop students is with practical work activities, where students participate in all activities at work locations in an agency/company.

The company is expected to be able to assist and play a role in improving human resources through field learning forums. Cooperation between study programs and companies or industries in carrying out practical work is expected to be a place of learning for students. Practical Work Activities are one of the mandatory courses at the Bengkalis Polytechnic which can provide experience and support teaching and learning activities outside the campus, company or agency in accordance with the study program.

With the implementation of work practices, students can also learn to work together with teams, because the world of work and the world of lectures are very different. students can also learn how to interact well with their superiors and co-workers. With the many benefits of this work practice, it can be used as a provision of knowledge to be used in the future when entering the real world of work.

In the implementation of this apprenticeship the author is placed in customer service. Customer service is a form of providing services or services provided to customers or consumers. Customer service is one of the most important elements in marketing communications. Service to customers aims to maintain and improve the psychological relationship between producers and customers and monitor various customer complaints.

PT PLN (Persero) UP3 Pekanbaru is part of the PLN company which is engaged in maintaining the electricity network distribution network, increasing power, installing APP, and other customer needs in Pekanbaru City and its surroundings.

## **1.2 Purpose of Study**

The objectives of implementing practical work to be achieved are:

- a. Apply knowledge gained from lecture activities.
- b. Gain practical experience in the world of work to develop personal abilities.
- c. Develop analytical skills in problem solving as well as build cooperation.
- d. Completed the Practical Work course in the Diploma IV International Business Administration Study Program, Bengkalis Polytechnic in 2021.
- e. Provide an overview of the practice and application of the knowledge gained in college in the real industrial world.
- f. Comparing or adding to the skills and competencies obtained in lectures with those obtained during practical work.
- g. Knowing what competencies are needed in the world of work.

## **1.3 Significances of the Apprenticeship**

The benefits obtained from this practical work activity include:

- a. Can apply and improve the knowledge gained in lectures and add insight into the electricity system and business flow from PLN.

- b. There is cooperation between the world of education and the company so that the company can be known among academics.

