

CHAPTER I

INTRODUCTION

1.1 Background of Apprenticeship

An internship is a work placement with a company, agency or organization that aims to provide work experience as well as new skills, which can be useful for the future. Internship is also one of the main requirements to go through the graduation process. Internships are very important for students, because with internship students can get the occasion to know the dynamic of the world of work. A successful internship will build great achievements in the workplace.

State Polytechnic of Bengkalis requires students to join an internship program in order to graduate. This program also ensures that students have adaptability, work ethic, and are responsible especially in the world of work.

Including the English Department is one of the study programs in State Polytechnic of Bengkalis which requires students to do an internship. Apprenticeship program is one of the prerequisites before graduating. State Polytechnic of Bengkalis provides learning and training opportunities through this apprenticeship program to build professional skills in the field of science and technology for all students in State Polytechnic of Bengkalis. Therefore, the author chose and got the occasion to do an internship in Public Relations Department of State Polytechnic of Bengkalis.

The internship has been conducted from December 7 to February 5, 2021 as a Content Creator in Public Relations Department of General Section of State Polytechnic of Bengkalis. Choosing an internship in Public Relations Department of General Section of State Polytechnic of Bengkalis because of the duties offered by the Public Relations of State Polytechnic of Bengkalis related to courses in The Language Department. It's also because it relates to my final task which is included in the content creator field. Thus, the author can implement his communication skills and increase knowledge in the world of work.

1.2 Purpose of the Apprenticeship

The purposes of the apprenticeship as follows:

1. To know kinds of jobs done in The Public Relations Department of State Polytechnic of Bengkalis
2. To know working procedures applied in The Public Relations of State Polytechnic of Bengkalis
3. To know documents used in The Public Relations State Polytechnic of Bengkalis

1.3 Significance of the Apprentices

1.3.1 Significance for the Apprentices

Internships provide an opportunity to implement the knowledge that has been learned and gain new knowledge especially related to knowledge in the field of media and technology. Interns know how to talk to others (Public Speaking) and keep people interested.

1.3.2 Significance for the State Polytechnics of Bengkalis

Internships help Polytechnics to prepare and produce creative students who are ready to work in the field once they complete their studies. Therefore, internships help Polytechnics implement and organize their curriculum.

1.3.3 Significance for the Company

The internship provides an opportunity for The Public Relations Department of Bengkalis State Polytechnic to help and sharpen the skills of students. In addition, it is easy for The Public Relations of State Polytechnic of Bengkalis to find and hire experienced employees because practical students have experience working in companies or institutions.