

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Apprenticeship

Bengkalis Polytechnic was founded in 2000 by the Bengkalis Regency Government under the auspices of the Bangun Insani Foundation (YBI). Since accepting the first batch of new students in 2001 until now, it has produced graduates who have worked and spread throughout Indonesia, both in Government and Private Institutions, both National and Multinational Companies.

As of July 29th, 2011, the Bengkalis Polytechnic changed its status to a State University (PTN), through the Minister of National Education Regulation No. 28 of 2011, concerning the Establishment, Organization and Work Procedure of the Bengkalis State Polytechnic. On December 26th, 2011, the Bengkalis State Polytechnic was inaugurated by the Minister of Education and Culture of the Republic of Indonesia.

Bengkalis State Polytechnic is a higher education institution that produces experts from State Universities in Bengkalis Regency with a Diploma 3 education level with an Associate Expert degree and Diploma 4 with a Bachelor of Applied Science degree. Bengkalis State Polytechnic has several departments, namely: Department of Naval Architecture, Mechanical Engineering, Civil Engineering, Informatics Engineering, Electrical Engineering, Discussion, Commercial and Maritime Administration.

Then, from 2013 to 2016 the State Polytechnic of Bengkalis has added 11 (nine) new study programs, namely D4 Mechanical Production and Maintenance, D4 Electrical Engineering, D4 Road & Bridge Design Engineering, D3 Nautics, D3 Teknik, Management and Trading Ports, D4 Software Engineering, D4 International Business Administration and D4 Public Financial Accounting. And until 2021, the State Polytechnic of Bengkalis will again add 3 new study programs, namely D4 Marine Architecture Engineering Technology, D4 2 Information System Security, and D4 English. For Communication and Professionals. Thus, since 2000 until now the State Polytechnic of Bengkalis has

9 (eight) majors with 20 (twenty) study programs. The D-IV International Business Administration Study Program was formed by Mrs. Yunelly Asra SE., MM which focuses on learning about the challenges faced in the business world in the international market by accepting the first batch in 2016.

Bengkalis State Polytechnic has a responsibility for improving human resources, especially in achieving the quality of students. To meet and achieve educational goals in higher education, knowledge is needed to apply the knowledge that has been obtained so that students can practice the aspects needed to enter the industrial world. So that with these demands, practical work activities were carried out.

Practical work is the application or practice and implementation of the theories learned in a factual manner where in this activity, students will get things that can be used as a work experience (work simulation) before undergoing actual work activities/activities, and students can also apply the knowledge received from the results of practical work. The implementation of practical work will bring students to a real experience, namely the world of work. The practical work process which is carried out by going directly into the company, will create a description of new thinking, because here the theory will be implemented and students will easily understand and learn. So that when students sit at their desks, they will easily adapt. For Diploma III graduate students, this Practical Work is carried out after students complete a minimum of 4 (four) semesters and fully graduate, carried out for 1 month. Meanwhile, for Diploma IV graduate students, Practical Work is carried out after students complete a minimum of 6 (six) semesters and fully graduate which is carried out for a minimum of 3 months and a maximum of 4 months.

Bengkalis State Polytechnic has collaborated with other agencies and companies in Indonesia and abroad. 3 Based on the above, the author as a student of the e International Business Administration Study Program is required to carry out practical work activities for a minimum of 4 months.

The author chose PT. Indah Kiat Pulp and Paper as an internship place because the author has been interested in this company since visiting in 2018 and has a relationship with a team from Public Relations. So that the author can do

practical work at PT. Indah Kiat Pulp and Pape, because during the current pandemic it is difficult to find a place to do practical work. During the implementation of practical work the author is placed in the Public Relations section. The author is also very interested in the world of Public Relations and has a dream to work in the Public Relations section of a company after completing his education. The implementation of this practical work really helps the author to learn more about Public Relations.

The implementation of the KP is starting from March 02, 2022 to June 30, 2021. The implementation of the KP is expected to add insight to the author about various good and correct tasks and to be able to face the real world of work with the experience gained.

### **1.2 Purpose of the Apprenticeship**

The practical work activities of State Polytechnic of Bengkalis students, International Business Administration study program have the following objectives:

1. To describe job descriptions during practical work.
2. To explain practical workplace systems and procedures.
3. To find out the obstacles and solutions during practical work.

### **1.3 Significances of the Apprenticeship**

The practical work 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 theoretical knowledge and concepts acquired during lectures into the real world of work.

2. For Companies

There is a collaboration between the world of education and the world of industry/companies so that it is known by academics and companies to get alternative candidates for 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 Practical Work which can improve the quality of their graduates through practical work experience.

