

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Apprenticeship

In the current era of globalization, a student is not only required to be competent in the field of scientific study but is also required to have holistic competencies such as being independent, able to communicate with a wide network, able to make decisions, and sensitive to changes and developments that occur in the world outside. The fact that occurs shows that students with these qualifications are difficult to find for this reason, a Practical Work Program is needed as a learning tool for students of the International Business Administration Study Program to obtain various holistic competencies needed after completing education.

State Polytechnic of Bengkalis is one of the campuses that requires students to participate the apprenticeship to complete their studies. This activity must be carried out considering that education and knowledge are not absolutely only obtained by understanding, but also supported by experience in the real working world.

In July 2001, Bengkalis Polytechnic accepted the first batch of new students. Then in 2006, Bengkalis Polytechnic added 2 (two) new study programs, namely Business English and Informatics Engineering. Furthermore, on December 26, 2011, the Bengkalis Polytechnic officially became a State University (PTN) under the name State Polytechnic of Bengkalis through the Regulation of the Minister of National Education (Permendiknas) No. 28 of 2011 concerning the Establishment, Organization and Work Procedure of the State Polytechnic of Bengkalis and Culture of the Republic of Indonesia.

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 Teknika, 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 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 Practical Work Program is one of the compulsory subjects that must be run by students of the Department of Business Administration, International Business Administration Study Program, State Polytechnic of Bengkalis. This practical work is expected to increase knowledge about activities that occur in industry or companies and can support theoretical knowledge of lecture material. With this program, students are expected to gain knowledge from the company and can directly apply the theory obtained in lecture activities.

In the practical work program, specifically for International Business Administration students in semester 7 (seven) practical work activities are carried out for approximately 4 (four) months, by choosing their own place and location for practical work. However, before choosing a place to do this program, the practical work coordinator provides several options or options for practical work places to students. Then, from some of these options the author is interested in carrying out practical work in the financial sector, namely banking at PT Kharisma Pemasaran Bersama Nusantara Dumai Unit (PT. KPBN Dumai Unit).

PT Kharisma Pemasaran Bersama Nusantara or abbreviated as PT KPBN is a state-owned enterprise (BUMN) which is the initial company of PT Sarana Agro Nusantara Unit Dumai. Change of name from PT Sarana Agro Nusantara to PT Kharisma Pemasaran Bersama Nusantara which was set on December 14, 2021. PT KPBN Unit Dumai is a company engaged in the field of palm oil services with a storage tank system that domiciled at Datuk Laksamana Street, Dumai City.

This Apprenticeship activity the author chooses to do an apprenticeship at one of the state-owned companies (State Owned Enterprises), namely PT. Kharisma Pemasaran Bersama Unit Dumai. The company is a freight forwarding transportation management service company (UJPT) for Transportation Management Services. This company also provides export-import document

processing services for customs services (PPJK) Customs Service Management Company for palm oil plantation products and commodities. The author's reason for choosing an internship at PT. Kharisma Pemasaran Bersama Unit Dumai Joint Marketing Unit is to increase knowledge and experience working in state-owned companies. Have internship experience in large and well-known companies such as PT. Kharisma Pemasaran Bersama Unit Dumai is a matter of pride, because not all students who carry out internships can experience internships in state-owned companies.

Based on the above, the author as a student of the International Business Administration Study Program chose to carry out an internship at PT. Kharisma Pemasaran Bersama Unit Dumai during the apprenticeship, the author is placed in the general field and the operational admin field. The apprenticeship will start from 01<sup>th</sup> March 2022 to 30<sup>th</sup> June 2022. On 01<sup>th</sup> March 2022 until 30<sup>th</sup> April 2022 in the general field and on 01<sup>th</sup> May 2022 until 30<sup>th</sup> June 2022 in the admin operational field. In this apprenticeship, it is expected that the competencies obtained during the apprenticeship are to train students to be familiar with the work environment, interact well with employees, know the activities and work of the company and control how to handle important documents used in company activities and discipline is one of the keys. success for students and students can apply the knowledge that has been obtained in lectures into the actual work environment and have the opportunity to develop ways of thinking, add useful ideas and can increase students knowledge of what is assigned to them.

## **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 the place and time of practical work.
3. To find out the place and work position
4. To provide an overview of real world of work.

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

#### **1.3.1 Significance for State Polytechnic of Bengkalis Students**

The importance of implementing an internship at PT Kharisma Pemasaran Bersama Nusantara Unit Dumai for State Polytechnic of Bengkalis students is as follows:

1. Students have the opportunity to apply theoretical knowledge or concepts in the real world of work.
2. Students gain practical experience in applying theoretical knowledge or knowledge concepts according to their study program.
3. Students have the opportunity to work in teams consisting of several people so that they are able to provide ideas.
4. Students can create and develop an attitude of responsibility and professionalism as well as discipline in entering the real world of work.
5. Increase knowledge, insight, experience and abilities in the field of office administration that are not obtained in lectures.
6. Increase the sense of responsibility and discipline for practitioners in doing every job, as well as being able to socialize with the real world of work.

#### **1.3.2 Significances for State Polytechnic of Bengkalis**

The significance of implementing an internship at PT Kharisma Pemasaran Bersama Nusantara Unit Dumai for the State Polytechnic of Bengkalis campus is as follows:

1. Practical work can strengthen cooperation and socialization between State Polytechnic of Bengkalis with PT Kharisma Pemasaran Bersama Nusantara Unit Dumai
2. Apprenticeships can improve the competence of graduates of State Polytechnic of Bengkalis students.
3. Knowing how big the role of teaching staff in providing lecture material for students in accordance with developments that occur in the world of work

4. Knowing students' abilities in business science, especially international business administration, which are obtained during lectures and apply them in the world of work.

#### 1.3.3 Significances for the Company

The importance of implementing an internship at PT Kharisma Pemasaran Bersama Nusantara Unit Dumai for the Company is as follows:

1. Job Training is one of the liaisons of cooperation between the company and the campus
2. With the Internship, students are expected to be able to assist employees in the company in completing work, providing ideas and providing advice in solving problems.
3. Facilitate agencies in recruiting qualified fresh graduates to be placed in government agencies or companies.

