

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Apprenticeship

Improving the education quality is one of the government's efforts to improve the quality of the Indonesian workforce that has competitiveness and quality. Higher education is a form for preparing students as prospective professional and intellectual workers who are equipped with theoretical knowledge and practice of the real world of work.

Moreover, State Polytechnic of Bengkalis, One of the universities that took part in preparing its students to be ready to compete in the real workplace. One of them is the implementation of apprenticeship or *Kerja Praktek* (KP) to become a chance for students to implement the knowledge that acquired at campus into a real workplace.

One of the 21 study programs at this polytechnic is Diploma-III English study program. It concentrates on the field of mastering English such as professional translators and interpreters, copywriting, tourism, and experts in running and managing digital media. This program also provides a learning experience and training to students in order to develop professional capabilities in science and technology. It ensures that students have the ability to adapt, work ethic, and be responsible, especially in the business world, and there is a lot of potential for their students to advance in their careers quickly. Therefore, being one of the student of English study program is such an opportunity to do apprenticeship in Corporates Communications Department (CCD) at PT. Riau Andalan Pulp and Paper (RAPP) which is the 9th largest pulp producer in the world. As a center of communication to the local and international employee, Corporate Communications Department requires workforces who are able in English because they can easily understand information not only in Indonesia but also from other countries.

Based on the provisions above, apprenticeship was carried out at PT. Riau Andalan Pulp and Paper Pangkalan Kerinci, Pelalawan Regency, which was held about 17 weeks from January 16<sup>th</sup> to May 16<sup>th</sup>, 2023. After carrying out KP for 17 weeks, students are required to make apprenticeship report as a form of accountability for every activity carried out during the apprenticeship .

## **1.2 Purpose of the Apprenticeship**

The purposes of the apprenticeship are as follow:

1. To find out kind of jobs done in Corporate Communications at PT. RAPP
2. To find out working procedures applied in Corporate Communications at PT. RAPP.
3. To find out the document that used in Corporate Communcations

## **1.3 Significances of the Apprenticeship**

### 1.3.1 Significances of the Apprentice

- a. Gain real-life industry experiences

The apprentices have the ability to put what they l earn straight into practice in their working life and quickly rise through the ranks of many organizations.

- b. Learning new things

Apprentices learn new things and implement theories in campus into real practice in the workplace.

### 1.3.2 Significances for the State Polytechnic of Bengkalis

The apprenticeship program assists Polytechnic in developing relationship with PT. RAPP as an initial step for student who interesting in studying and working at multinational corporation.

### 1.3.2 Significances for the company

- a. Upgrade PT.RAPP branding

Apprenticeship program gives PT.RAPP a chance to promote its image and upgrade the branding of the company.

b. PT.RAPP got a chance to hire experienced employee

It is easy for PT.RAPP to find and hire co-worker and experienced employee because the practical students have had experience working in the company.