

CHAPTER I

INTRODUCTION

1. Background of Apprenticeship

An apprenticeship or apprenticeship is a program of learning and practicing working directly with a company for a period of time. Companies accepting trainees are authorized to place orders and are required to provide guidance throughout the program. students can also get a license to work in a regulated industry, Vocational training aims at vocational training to improve certain skills in a specialized field. More simply, a training or street vendor is an industry job found in an institution, institution or company that offers a training partnership program with the university. A good apprenticeship will significantly increase your chances of job success.

Tourism is a rapidly expanding industry all over the world, including in Indonesia. Tourism, as an important economic sector, contributes significantly to national economic growth and creates jobs in the community. The hotel is an important part of the tourism industry because it provides lodging for tourists visiting an area. Students can gain direct work experience in the tourism industry by doing practical work in the tourism sector, particularly in hotels. Furthermore, practical experience in hotels allows students to learn about important aspects of hotel management such as hotel operations, financial management, marketing management, human resource management, and so on. Students will be involved in daily hotel activities such as checking in and checking out during their practical work at hotels.out-of-town visitors, food and beverage service, room maintenance, room sales, inventory management, and so on. Students will also be able to practice interpersonal skills such as communication, teamwork, and problem solving. For students interested in a career in the tourism industry, practical work in the tourism sector, particularly hotels, can provide valuable experience. Marketing And Front Office Departement at Rimbun Cangu Hotel and Villas. From Februari 20th to Juni 20th, 2023, an apprentice worked as a Sales Marketing And Front Office staff at

Rimbun Canggus Hotel and Villas.

1.1 Purpose of the Apprenticeship

The purposes of the apprenticeship as follows:

1. To find out kinds of jobs done in Sales Marketing and Front Office at RIMBUN CANGGU HOTEL AND VILLAS
2. To find out working procedures applied in Sales Marketing and Front Office at RIMBUN CANGGU HOTEL AND VILLAS
3. To implement the theory learned in campus into the real practice in the workplace

1.2. Significance of the Apprenticeship

1.2.1. Significance for the Apprentice

An apprenticeship program provides an opportunity for the apprentice to apply their existing knowledge and skills, as well as acquire new ones, particularly in the fields of English and business. Through the program, the apprentice develops their ability to communicate effectively in public and capture the interest of their audience.

1.2.2. Significance for State Polytechnic of Bengkalis

Apprenticeships help Polytechnic institutions to produce graduates who are skilled and prepared to enter the workforce upon completion of their studies. This in turn assists the student of State polytechnics of Bengkalis in improving and implementing their educational programs.

1.2.3. Significance for the Company

The apprenticeship program helps to enhance the image and branding of Rimbun Canggus Hotel and Villas by promoting its reputation. Additionally, since the practical students have previous experience, it is easier for the hotel to identify and recruit both exchange students and experienced staff.