

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

Indonesia has a strong demographic capital through the dominance of the younger generation, which has the potential to be the main driver of the nation's progress. To realize this potential optimally, efforts are needed to nurture and develop competencies that align with the interests and demands of the industrial world.

As a vocational higher education institution, Politeknik Negeri Bengkalis is tasked with equipping its students to be not just theoretically sound, but also highly capable of applying their knowledge in practical, real-world settings. To fulfill this critical mission, a mandatory internship program for all final-year students isn't just an option it's a strategic necessity. This program is thoughtfully designed to be a pivotal avenue for students to hone their professional competencies and, concurrently, to seamlessly transition into the demands of the modern workforce.

The internship experience acts as a vital bridge, connecting academic learning with industry realities. It empowers students to refine their practical skills, acclimate to professional environments, and forge invaluable industry connections. This direct, immersive exposure is indispensable in cultivating individuals who are not only job-ready but also highly competitive. Consequently, the meticulous implementation of a relevant and structured internship program will significantly elevate the caliber of Politeknik Negeri Bengkalis graduates, ensuring they possess the comprehensive skill set required to make meaningful contributions across diverse industrial sectors.

For this compulsory practical training, which extends for a duration of five months, I have chosen PT. Indah Kiat Pulp and Paper Tbk-Perawang Mill. As a student enrolled in the International Business Administration program, this engagement is an indispensable part of my academic journey.

My primary motivation for this selection is to effectively bridge the gap between theoretical knowledge and practical application. This involves applying the concepts and principles acquired throughout my coursework directly within an active corporate setting. Additionally, I aim to cultivate significant hands-on proficiency that is directly pertinent to my area of specialization. Crucially, this opportunity will allow me to methodically analyze real-world operational challenges that directly correspond with the curriculum of my study program, thereby enriching my comprehension of contemporary business landscapes.

Corporate Social Responsibility (CSR) stands as a vital component within the broader discipline of public affairs. Historically, the core objective of public affairs involved cultivating and nurturing community connections, specifically through initiatives like community relations and community development. However, within the contemporary framework of public affairs, CSR initiatives are specifically tailored to support and empower communities requiring assistance to enhance their capabilities. This is achieved through diverse undertakings aligned with key CSR pillars, encompassing areas such as education, environmental stewardship, human resource development, security, public health, cultural preservation, religious initiatives, and other pertinent domain

This internship program takes place in the Public Affairs Unit under the Division Corporate Social Responsibility Division. It officially begins on February 3, 2025, and is scheduled to end on June 30, 2025. Through this internship, I aim to enhance my understanding of effective and accurate operational procedures while also developing the practical skills necessary for entering the professional workforce.

1.2 Purposes of the Apprenticeship

From the implementation of the internship, several objectives have been achieved in this regard. As for the goal is:

1. To find out the job description during the internship at the Public Affair unit.
2. Explain work practice systems and procedures in the Public Affair unit.
3. To find out the work schedule for the Public Affair unit.

4. To find out the kind and description of the activity during the internship at the Public Affair unit.
5. To find out the obstacles and solutions during the internship at the Public Affair unit.

1.3 Significances of the Apprenticeship

Based on the implementation of fieldwork practices, several benefits are obtained for the parties involved in this regard. The benefits are:

1. For Students

The internship serves as a critical transition phase from academic learning to real-world professional environments. It challenges students to step beyond theoretical understanding and apply knowledge within actual work settings. This experience fosters discipline, resilience, independent problem-solving, and the ability to operate under real organizational demands—skills that are often underdeveloped in classroom-based learning.

2. For Companies

For companies, internship programs are more than just a source of temporary assistance they represent a long-term investment in human capital. Through structured mentorship and hands-on involvement, companies contribute to shaping future professionals while gaining access to fresh perspectives. Furthermore, internships provide a valuable opportunity to identify and evaluate potential recruits before committing to long-term employment.

3. For Bengkalis State Polytechnic

For educational institutions, internship outcomes offer a tangible measure of curriculum relevance and effectiveness. Positive student performance in the field indicates strong alignment between academic content and industry expectations. Conversely, when gaps are identified between classroom instruction and practical application, curriculum revision becomes necessary to ensure graduates are not only theoretically competent but also professionally prepared.