

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Apprenticeship**

Industry is a part of the economy that produces highly mechanized and automated material goods. The industry has goals and vision and mission to be achieved. So that competent human resources are needed and can help the company achieve the targets planned by the company itself. In today's era, competition to get a decent position in a company is very tight. The need for professional skills and high competitiveness makes Indonesia's young generation always lose to better human resources from other countries. Therefore, Indonesian education, especially at the university level, must be able to adjust the standardization of human resources needed by companies in the present and future. In the industry there are various work fields that complement each other, one of which is the Public Affair section. Public Affair (PA) is a management function that helps create and maintain mutual communication, understanding, support and cooperation between an organization or company and its public and is involved in handling management problems or issues. Apart from that, PA can also function as a "link and match" between Indah Kiat Pulp & Paper and industry and educational institutions.

Vocational is a learning process carried out so that students are able to develop and exploit all existing potential so that students are ready to work with the competencies they have according to their field and also provide insight into industry needs, and facilitate collaboration between companies and educational institutions to ensure relevance and quality of training programs. Because to face intense competition in the current era of globalization, it is required to have quality, skilled and competent human resources. At this time, as a student, after completing education, Internship practice is a form of simulation in the application of scientific disciplines during education 1 with the hope of providing an overview of work

patterns. Field work practice is one of the courses in the curriculum of the International Business Administration Department at Bengkalis State Polytechnic, as one of the requirements for obtaining an applied bachelor's degree. Achieving the objectives of the field work practice is a hope for gaining experience and adjustments in the stimulated work environment so that become competent and qualified human resource in the future.

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

Form the implementation of apprenticeship several objectives were obtained in this regard as for the purpose, it 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**

The practical work carried out is very beneficial for several parties such as students, companies and State Polytechnic of Bengkalis:

1. For Students This program offers a bunch of benefits for students.

In this program, students learn to develop their analytical skills and find solutions to problems at work. Students also have the chance to apply the theoretical knowledge and concepts they learned during their studies to real-world work situations. Plus, they get hands-on experience, which helps them understand the dynamics of the professional world more deeply.

2. For Companies

The implementation of internship programs also benefits the companies and institutions where students undertake their internships. Through these programs, collaboration between the education sector and industry is established, enabling

interaction between academics and business practitioners, while also providing companies with the opportunity to identify and evaluate prospective employees based on their skills and qualities. In addition, companies also gain wider recognition from academics and the education sector, thereby enhancing their reputation and visibility.

### 3. For Bengkalis State Polytechnic

The implementation of the internship program provides a number of benefits for the Bengkalis State Polytechnic. Through this program, cooperation between the campus and companies is established, strengthening the relationship between the industrial world and the academic community. In addition, this program also plays a role in improving the quality of graduates by providing valuable internship experience for students. Furthermore, Bengkalis State Polytechnic receives feedback from companies regarding curriculum development and student training processes, enabling continuous improvement in graduate quality through hands-on work experience.