

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

Internship or Apprenticeship is a learning process that combines the theory learned in college with actual practice in the industrial world. Through the internship program, students have the opportunity to apply the knowledge gained in a real work environment and develop the skills needed to face professional demands in the future. Therefore, the apprenticeship program has a very important role in preparing students to enter the increasingly competitive world of work.

Bengkalis State Polytechnic is a public higher education institution and the only state polytechnic located in Riau Province, situated on Jl. Bathin Alam, Sungai Alam, Bengkalis. The institution was established in 2000, marking the beginning of polytechnic education in the region. Its status was officially changed on July 29th, 2011, from Politeknik Perkapalan Bengkalis to Bengkalis State Polytechnic under the management of the Gema Bahari Foundation, and later formally inaugurated by the Minister of Education and Culture of the Republic of Indonesia on December 26th, 2011.

At present, Bengkalis State Polytechnic provides education across various applied science disciplines, offering eight majors that include Business Administration, Engineering fields, Information Technology, Language Studies, and Maritime studies, encompassing a total of 21 diploma programs at D-II, D-III, and D-IV levels. With a strong orientation toward applied learning and workforce readiness, the institution places significant emphasis on internship programs. These programs serve as an essential component of the Tri Dharma of Higher

Education, enabling students to gain hands-on experience, strengthen professional competencies, and connect academic knowledge with real-world industry practices.

that are relevant to their respective fields of study. With this apprenticeship program, it can provide students with practical experience that can support them in the professional world. Every student, including students of the D-IV English for Business and Professional Communication study program is required to take part in internship activities as one of the graduation requirements.

In order to improve competence, career, and as a graduation requirement, the author in this case chose to carry out an internship at PT Bina Pertiwi Pekanbaru, which is engaged in BP focuses on providing solutions to five main industry groups, Agriculture and Forestry, Industrial Machinery and Warehousing, Utility Equipment, Energy and Power Generation, and Telecommunications. Not without reason, the author chose this place because PT Bina Pertiwi is the providing end-to-end solutions, i.e. integrated services that include product sales, spare parts supply, maintenance and repair services, and operator training at Pekanbaru City. Apprenticeship at PT Bina Pertiwi provides an opportunity for students of English for Business and Professional Communication to apply their skills in a real business environment, such as correspondence, presentations, and direct interaction with clients from various sectors. The work environment, which involves diverse partners and customers from the agriculture, construction, logistics, and energy industries, also expands professional networks, as interns interact directly with stakeholders from different company backgrounds.

This apprenticeship was carried out for 4 months starting from July 21st to November 21st 2025 . Through Field Work Practice activities, it is hoped that the author will be able to apply the knowledge learned in campus about Public Relations, Digital Marketing, Social Media

Specialist, Content Creation, and Customer Service, and the marketing media is mostly through social media. In addition, it can certainly expand the author's knowledge to carry out various types of tasks properly and correctly, and be able to face the real world of work from the experience gained during the internship at PT Bina Pertiwi

1.2 Purpose of the Apprenticeship

In general, the purpose of the apprenticeship is one of the activities for students of English for Business and Professional Communication study program in completing their studies. The objectives of conducting apprenticeship are to achieve the expected results, which are as follows:

1. To describe job descriptions during practical work
2. To explain practical workplace systems and procedures
3. To find out the obstacles and solutions during practical work
4. To understand the application of products, services, and customer relationship strategies implemented by PT Bina Pertiwi in serving clients from various sectors.
5. To develop professional, communication, and teamwork skills—especially in English for Business and Professional Communication—through real projects and interactions with clients, suppliers, and internal teams.

1.3 Significance 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

The apprenticeship program at PT Bina Pertiwi, the author can gain valuable practical experience in:

- a. To establish professional networks and build their career portfolio.
- b. To develop professional communication competencies
- c. To develop analytical and problem-solving capabilities in a professional setting
- d. To apply theories learned on campus to real business situations, especially in correspondence, presentations, and client interactions.

2. Significance for State Polytechnic of Bengkalis

There are some benefits of the State Polytechnic of Bengkalis's implementation of the apprenticeship program:

- a. Improve the readiness of graduates to enter the workforce, and contribute to increasing the academic reputation of the campus.
- b. The State Polytechnic of Bengkalis can test their students' skills in real work situations, helping them see if students can apply what they learned in class.
- c. State Polytechnic of Bengkalis receives companies' feedback and evaluations that related to curriculum development and learning processes for students who take part in Practical Work

3. Significance for the Company

Companies and institutions that accept students participating in apprenticeship programs also get the benefit from implementing these programs, including:

- a. To improve the business's reputation in the field of education
- b. To get support from the student interns that provide invaluable to organizations by helping with daily tasks,

optimizing methods of operation, and lowering the employee assignments.

- c. The apprenticeship program can help academics and businesses find alternative candidates for employees who are renowned for their quality,