

CHAPTER I

INTRODUCTION

1.1 Background

The development of today's industrial world requires every company or institution to have an effective communication strategy in delivering information and building strong relationships, both internally and externally. Good and well-structured communication plays an essential role in creating a conducive work culture and establishing a positive organizational image in the eyes of the public. To support these needs young generations must be prepared as competent human resources through job training activities which provide direct field experience and practical knowledge.

As a student of the English for Business and Professional Communication Study Program at the State Polytechnic of Bengkalis, the writer is required to participate in a job training program during the seventh semester. This program is designed to enable students to apply the knowledge gained during lectures to real work situations, particularly in the field of organizational communication and public relations. Through this, students not only gain theoretical understanding but also practical skills relevant to professional requirements.

The writer had the opportunity to conduct the job training at the Riau Provincial Tourism Office, a regional government institution responsible for providing tourism-related services and products. During the internship, the writer learned various practices of organizational communication and the role of public relations in supporting the agency's operational activities and maintaining relationships with stakeholders. In the dynamic tourism environment, effective communication skills are crucial for addressing challenges and ensuring smooth coordination in the field.

Throughout the job training, the writer was supervised by Mr. Muhammad Indra Gunawan, S.S., M.Hum., as the Apprenticeship Advisor, and also received

direct guidance from Mr. Alfiandri, S.ST., as the Adyatama of Tourism and Creative Economy at the Riau Tourism Office. Their guidance helped the writer understand how organizational communication is applied in daily activities and how the public relations function contributes to building a positive image of the institution among employees, the public, and working partners.

This report is prepared as a form of accountability for the job training activities carried out over four months, from August 4 to December 4, 2025. In addition to serving as an accountability report, this document also aims to evaluate the extent to which the writer was able to apply the communication theories learned in college to real work situations. It is expected that this report will serve as a comprehensive documentation of the processes, experiences, challenges, and achievements gained during the internship at the Riau Provincial Tourism Office.

Furthermore, this report is expected to serve as a reference for future students who will undertake job training, particularly in understanding the application of organizational communication within government institutions. The writer's experience in adapting to the work culture and performing communication functions at the Riau Provincial Tourism Office is hoped to provide additional insight for readers.

This job training activity not only provided the writer with an understanding of internal institutional communication but also broadened insight into how the institution communicates with external parties, such as the public, the media, and other stakeholders. Maintaining good relationships with external parties plays a significant role in strengthening the institution's positive image, which is one of the fundamental elements of organizational communication and public relations.

The writer also gained an understanding of the role of public relations in formulating and implementing effective communication strategies, whether through face-to-face interaction, social media, or other communication channels. The implementation of these strategies aims to ensure that the institution's important messages are delivered effectively to all relevant parties so that organizational goals can be achieved efficiently.

This experience serves as a valuable foundation for the writer in developing communication skills applicable to various work situations in the future. In the long run, it is hoped that the competencies gained during the job training will contribute positively to the writer's personal development and future professional career.

Through this report, the writer aims to provide an overview of the importance of communication in optimizing coordination and work efficiency within an institution. It is expected that this report will not only be beneficial for the writer but also for those who wish to gain a deeper understanding of the application of organizational communication in the industrial world, particularly in the tourism sector.

1.2 Purposes of the Apprenticeship

The objectives of the Job Training program are as follows:

1. To apply communication theories in real workplace practices, particularly organizational, marketing, and public communication within a government tourism institution.
2. To gain practical experience in tourism communication and media production, including events activities, administrative processes, and the creation of tourism promotional media
3. To develop professional competencies and soft skills such as effective communication, teamwork, problem solving, adaptability, and professionalism to prepare for future careers.

1.3 Benefit of the Apprenticeship

The benefits of the Job Training program are as follows:

1. For Students

Internship programs offer students the opportunity to gain hands-on experience and practical skills that complement their academic knowledge. By working in a real-world environment, students develop a deeper understanding of their field of study, enhance problem-solving and communication skills, and build professional networks. These experiences increase students' confidence, adaptability, and readiness to enter the workforce. Furthermore, internships help students become more competitive in the job market and provide clearer career pathways, as employers often value candidates with proven practical experience.

2. For Instansi

Internship programs allow instansi to develop a pool of potential human resources that align with their operational needs, thereby reducing the time and cost required for recruitment and training. Student interns often bring fresh perspectives, creativity, and innovative ideas that contribute to organizational productivity and problem-solving. Moreover, offering internship opportunities reflects the company's commitment to human resource development and community engagement, which can enhance its institutional image and public reputation.

3. For State Polytechnic of Bengkalis

Internship programs strengthen the role of the State Polytechnic of Bengkalis in bridging academic learning with real-world professional practice. Through internships, the institution can align its curriculum with industry and institutional needs, ensuring that graduates are well-prepared for the demands of the workforce. Collaboration with government agencies and companies also helps build strong partnerships, enhance institutional credibility, and attract prospective students. Furthermore, the program ensures that the knowledge and skills taught in the classroom remain relevant, applicable, and sustainable in the professional world.