

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

With the dynamic development of modern times, continuous development has significantly influenced technological and informational advances. These transformations have created a growing demand for competent, professional, and adaptable human resources to the dynamic changes in various sectors. Higher education institutions therefore play a key role in educating and developing qualified employees, equipping them with both theoretical knowledge and practical skills in their chosen fields. In this context, practical teaching activities and simulations in real-world settings are essential to improving students' competencies and providing them with a practical understanding of the work environment. One such activity is fieldwork (Praktik Kerja Lapangan/PKL).

Field placements are a practical component of the curriculum, designed to support the development of students' potential, professional character, and technical competence. Within this program, students are encouraged to engage directly with organizations and make meaningful contributions to workplace activities. The program is mandatory for all students and is a key graduation requirement for all faculties. Its primary goal is to provide students with relevant experience, practical knowledge, and essential skills that will prepare them for future employment in an increasingly competitive job market.

For students of the Business English and Professional Communication program at Politeknik Negeri Bengkalis, fieldwork is a mandatory component of the curriculum, worth 20 ECTS credits and with a minimum duration of 122 working days.

Accordingly, the author, Dian Artika Siagian, completed a four-month internship at the Ululani Hotel in Bali, beginning July 14 and ending November 14, 2025. During the internship, the author was assigned to the Front Desk Department as a Guest Service Agent (GSA). This internship provided the author

with the opportunity to observe, participate in, and contribute to various guest service activities within the hotel environment. Furthermore, the author gained valuable knowledge about front desk procedures, communication practices, and professional hospitality standards.

1.2 Purposes of the Apprenticeship

1. Fulfilling the academic requirements of the "Business English and Professional Communication" degree program at the Language Studies of Politeknik Negeri Bengkalis, within the framework of the Polytechnic graduation criteria.
2. Providing students with the opportunity to develop their personal potential, cultivate discipline, strengthen their sense of responsibility, and promote professional behavior in the performance of practical duties in the workplace.
3. Applying, consolidating, and expanding the theoretical knowledge acquired during their higher education by integrating it into the real-world professional environment.

1.3 Significances of the Apprenticeship

1. Significance for the author

Through the Apprenticeship program, participants are expected to be able to translate the knowledge they have acquired during their studies into practical applications that will strengthen their readiness for the professional world. This experience is expected to strengthen their sense of responsibility, enhance their discipline, and expand their knowledge by introducing them to knowledge and skills that cannot be fully acquired through school alone.

2. Significance for State Polytechnic of Bengkalis

The internship program's goal is to help Politeknik Negeri Bengkalis students better improve their abilities and potential for use in the professional workforce. It is anticipated that Politeknik Negeri Bengkalis would create highly qualified graduates with refined capabilities who are ready to succeed in their future occupations.

3. Significance for Ululani Hotel Bali

The internship program gives Ululani Hotel Bali the chance to get additional support with a variety of operational and administrative duties while also

giving students firsthand advice and professional insights from seasoned employees. Additionally, the hotel benefits from this program since it improves the institution's reputation and increases trust among potential interns who might want to apply same opportunity in the future.