

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

Internship is an essential component of vocational education, serving as a bridge that connects academic theory with real-world industry practices. This program provides students with the opportunity to apply the knowledge they have acquired during their studies in actual work situations. For students in English for Business and Professional Communication Study Program, field work experience is a strategic means to hone communication skills, understand business interaction patterns, and learn the work culture prevailing in professional organizations. Thus, the Internship not only fulfills academic requirements but also becomes an initial asset in building career readiness.

In addition to being a compulsory course, the Internship provides value in developing professional skills such as effective communication, business document preparation, collaboration skills, and decision-making. Companies generally value workers who have practical experience because they are considered better prepared to face job demands. Through the implementation of the Internship, students also have the opportunity to build relationships with professional parties who can assist in opening up career opportunities in the future.

Politeknik Negeri Bengkalis, established in 2001, is a vocational higher education institution that provides eight departments and nineteen study programs, including the Diploma IV English for Business and Professional Communication Study Program. Each study program applies a practice-based learning model, one of which is through Industrial Visit (KI) and Internship (KP) activities that are mandatory for students as part of fulfilling learning achievements.

In its implementation, students of the English for Business and Professional Communication Study Program conduct the program for four months at D'Booster Indonesia, a multilevel marketing company that operates as an official distributor under PT ABI Duta Indonesia. The work environment in this company provides real experience on how business communication is applied in marketing activities, distribution network management, customer service, and business partner development. Students can also observe the communication strategies used by the

company to build image, promote products, and establish relationships with consumers and marketing networks.

Through field work experience at D'Booster Indonesia, students are expected to deepen their understanding of business communication practices and marketing strategies relevant to the field of study. The preparation of an Internship report entitled "Internship Implementation at D'Booster Indonesia as a Multilevel Marketing Distributor under PT ABI Duta Indonesia" is a form of academic accountability as well as a graduation requirement in the English for Business and Professional Communication Study Program. This report is expected to provide benefits for the author, readers, and related parties.

1.2 Purposes of the Apprenticeship

Internship is a learning activity designed to provide students with the opportunity to apply the theories acquired during lectures to a real work environment. Through this program, students can broaden their insights, improve their competencies, and understand the actual work processes in the industrial world.

The objectives of the Internship for students of Politeknik Negeri Bengkalis at D'Booster Indonesia, a multilevel marketing company and official distributor under PT ABI Duta Indonesia, are as follows:

- a. To provide direct experience to the author in facing the dynamics of work in the D'Booster Indonesia environment, particularly related to marketing processes, product distribution, and interaction with business partners.
- b. To develop professional skills such as time management, business communication, customer service, teamwork, and work ethics relevant to the multilevel marketing industry.
- c. To apply academic knowledge—especially in the field of business and professional communication—to real work situations involving marketing, administration, and operational coordination activities of the company.

- d. To enhance the author's understanding of the company culture, marketing strategies, and business models applied at D'Booster Indonesia as part of the PT ABI Duta Indonesia distribution network.
- e. To gain direct experience in operational activities, such as information management, documentation, partner services, and promotional activities, so that students can understand the workflow and challenges of the network marketing industry.

1.3 Significances of the Apprenticeship

1. For Students:

- a. Students have the opportunity to directly experience real work activities and conditions, enabling them to understand the work process and culture in the field.
- b. Internship is an essential part of the academic requirements that must be fulfilled to complete studies at the university.
- c. Students can learn and understand work ethics, communication patterns, and the professional environment directly through practical experience.
- d. Students are able to implement the theories learned on campus while gaining new insights and skills from the Internship activities.

2. For Politeknik Negeri Bengkalis:

- a. Strengthens the partnership between educational institutions and the industrial world or companies where students undertake internships.
- b. Serves as consideration in developing and evaluating the curriculum to remain relevant to current industry needs.
- c. Improves the quality of graduates through practical experience so that they are more competent in facing job challenges.

3. For the Company:

- a. The company obtains additional personnel who can assist in carrying out daily operational activities.
- b. Represents a form of company support in contributing to the world of education through mentoring and training of students.
- c. Provides an opportunity for companies to recognize the potential and performance of prospective workers who may be needed in the future.