

CHAPTER I

INTRODUCTION

1.1 Background of Apprenticeship

The world of work is currently developing rapidly and is highly competitive, requiring individuals with superior skills and the ability to adapt to the needs of industry. In this context, higher education institutions play an important role in preparing graduates who not only master theory but are also able to apply it directly in the workplace. One method of experiential learning implemented by universities is the completion of final projects through internship programs.

Internships are chosen as the final assignment required by the Bengkalis State Polytechnic. Internships are considered effective as a means for students to apply the knowledge they have acquired during their studies in real-world work situations. Through internship activities, students are expected to deepen their understanding of the world of work, improve their adaptability, and build discipline and work ethics. Therefore, the author chose to do an internship in the hospitality field.

The hospitality industry is one of the economic sectors that continues to experience significant growth. This sector offers a wide range of practical experiences, from operational management and guest services to marketing strategies. The author has a deep interest in the Front Office aspect of the hospitality industry. In addition, the decision to undertake an internship in this sector was motivated by the author's desire to improve their ability to interact with others and strengthen their competence in providing professional service to visitors. Through this internship experience, the author hopes to expand their skills in communication, team collaboration, and managing customer interactions efficiently.

The author underwent a four-month internship at one of the divisions of Hotel Ululani Dreamland, namely the Front Office department. During the internship, the author had the opportunity to be directly involved in various operational activities related to guest services, ranging from check-in and check-

out processes, reservation management, to communicating with guests both in person and through digital media such as WhatsApp. This experience was an important means of understanding the work procedures of the Front Office, which is one of the main parts of hotel operations.

Ululani Dreamland Bali Hotel is a four-star hotel that offers a professional working environment and adequate facilities, providing a meaningful learning experience for students who want to explore the world of hospitality. In addition to being known for its friendly and high-quality service, this hotel also implements good operational standards in the performance of tasks at the Front Office.

1.2 Purpose of Apprenticeship

Based on the above background, the author's aims and objectives in carrying out this internship include:

1. To fulfill the academic requirements of the internship program as part of the final project required by the Bengkalis State Polytechnic.
2. As a means of gaining direct experience in the daily operations of a hotel, especially in the Front Office.
3. To improve professional competencies communication skills, customer service performance, teamwork skills, and the ability to adapt to a dynamic work environment.
4. To strengthen personal and professional character, such as work ethic, responsibility, discipline, and problem-solving skills that are essential for future career opportunities in the hospitality industry.

1.3 Significance of the Apprenticeship

During the internship process, the author hopes to gain the following benefits:

1. Significance for the Author
 - a. Fulfillment of the requirements for graduation from the Applied Bachelor's Degree in Language Studies

- b. Developing the writer's ability to communicate, work in a team, and manage relationships with guests.
 - c. Gaining confidence, flexibility, productivity, and responsibility in performing work tasks in accordance with Front Office standards.
 - d. Gaining direct experience in a work environment that will be beneficial for future career opportunities, especially in the front office department of a hotel.
2. Significance for Ululani Dreamland Hotel
- a. Provide support in hotel operations, particularly in the Front Office division, through tasks such as guest handling, reservations, and administrative support.
 - b. Provide additional manpower during busy periods while maintaining service standards.
 - c. Strengthen the hotel's role as a learning environment for future hospitality professionals.
3. Significance for the English for Business and Professional Communication Study Program
- a. Strengthening the relationship between Bengkalis State Polytechnic and Ululani Dreamland Hotel, which can provide further opportunities for cooperation
 - b. Providing practical feedback on workplace skill requirements, which can be used to improve teaching methods and learning outcomes.