

CHAPTER 1

INTRODUCTION

1.1 Background of Apprenticeship

The English for Business and Professional Communication program at the State Polytechnic of Bengkalis is a language study program that prepares students for various career paths, including Public Relations, Translation, Marketing Communication, Social Media Specialist, Copywriting, Content Writing, Editing, and Public Speaking. These competencies have become essential qualifications for career development in the business and creative industries.

Public speaking and social media management are now key skills that support both personal and professional growth across multiple fields. Public speaking enables individuals to communicate ideas, information, and messages clearly, logically, and persuasively in both professional settings and the broader community. Meanwhile, social media management is increasingly vital in the digital era, where creative and strategic content plays a major role in marketing communication, branding, and public outreach. With these abilities, students are expected to take on strategic roles such as trainers, masters of ceremony, content strategists, and other related professions.

To bridge the gap between academic theory and real-world professional experience, apprenticeships serve as an important strategic step. Apprenticeships, or practical work, allow students to participate in workplace activities, apply classroom knowledge, and gain hands-on experience in specific skill areas. Through this program, the writer had the opportunity to directly apply public speaking and content creation skills while gaining new competencies, understanding workplace dynamics, expanding professional networks, and preparing to enter the workforce competitively. Moreover, apprenticeships are a mandatory requirement for students in the Applied English for Business and Professional Communication undergraduate program.

In this apprenticeship, the writer joined PT Riau Andalan Pulp and Paper (RAPP), a leading company in the pulp and paper manufacturing industry. The

writer was assigned to the April Learning Institute, a division focused on human resource development, training, and competency-based education under the Education Program and Technical Mill Department. This environment provided valuable opportunities to enhance public speaking and content creation skills, particularly in supporting the company's training initiatives.

This report presents the experiences and insights gained throughout the apprenticeship, especially in developing public speaking, content creation, and other professional competencies. It also highlights the relevance of these contributions to industry needs at PT Riau Andalan Pulp and Paper, specifically within the April Learning Institute (ALI), during the apprenticeship period from July 21st to November 21st.

1.2. Purpose Of Apprenticeship

The purpose of the Apprenticeship program conducted at April Learning Institute PT. Riau Andalan Pulp and Paper are:

1. To understand the specifications of the work performed in the Education Program and Technical Mill Department.
2. To understand the expected targets of the tasks performed in the Education Program and Technical Mill Department.
3. To train and familiarize myself to conduct teaching programs from needs analysis, material preparation, training and evaluation.
4. To gain knowledge about the process of creating training activities, sharing sessions and other events that are required during the apprenticeship in the Education Program and Technical Mill department or ALI office.
5. To identify challenges and solutions encountered during the apprenticeship in the Education Program and Technical mill Department.
6. To improve soft skills and increase students' experience and knowledge and apply what has been learned during the apprenticeship to the practical world of education.
7. Expand professional networks by interacting with industry practitioners and experts in various forums and events.

1.3 Significance of Apprenticeship

The practical work carried out is very beneficial for several parties such as students, companies and Politeknik Negeri Bengkalis:

1. For Students

Students have the opportunity to apply theoretical knowledge and concepts acquired during lectures into the real world of work.

2. For Companies

There is a collaboration between the world of education and the world of industry/companies so that it is known by academics and companies to get alternative candidates for employees who are known for their quality, dedication, and credibility.

3. For State Polytechnic of Bengkalis

State Polytechnic of Bengkalis get feedback from companies related to curriculum development and learning processes for students who take part in Practical Work which can improve the quality of their graduates through practical work experience.

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1.4 Job and Length of The Apprenticeship

Job Training Activities (KP) are carried out in accordance with the provisions of the rules for implementing the Job Training. The period of practical work is 4 (four) months, starting from July 21th to November 21th, 2025. The schedule for practical work at PT. Riau Andalan Pulp and Paper are as follows:

Table 1. 1 Office Hours Schedule

No.	Day	Office Hours	Breaks
1.	Monday to Friday	08.00-17.00	12.00-13.30
2.	Saturday	08.00-12.00	-
3.	Sunday	Holiday	-

This practical work activity was carried out at PT Riau Andalan Pulp and Paper (Mill) Jl. Lintas Timur, Pangkalan Kerinci, Pelalawan Regency, Riau 28300, Indonesia, Tel: +62-761-491-000, Fax: +62-761-491-846. The activities carried out by the author during practical work are in the April Learning Institute Unit, Technical Mill Department.