

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

In the current era, apprenticeships have been recognized as an effective workforce solution that combines practical on-the-job training with classroom learning. Apprenticeships can provide individuals with valuable skills and qualifications while meeting the evolving needs of employers. As the economy adapts to technological advances and labor market changes, apprenticeships continue to play a vital role in developing a skilled workforce capable of tackling contemporary challenges. Based on data from Britannica.

In addition to being a mandatory academic requirement, the internship program significantly contributes to the development of students' professional skills. Through this experience, students are able to enhance essential competencies such as effective communication, structured business documentation, teamwork, and sound decision-making. Employers generally place higher value on candidates who possess practical experience, as they are considered more prepared to face real workplace demands.

Furthermore, internships provide an opportunity for students to expand their professional network. Interacting with practitioners and company staff allows them to build connections that may support future career prospects. Thus, the internship program not only enriches students' knowledge but also strengthens their readiness to enter the professional world.

Established in 2001, Politeknik Negeri Bengkalis is a vocational higher education institution that offers eight departments and nineteen study programs, including the Diploma IV Program in English for Business and Professional Communication. Each study program emphasizes a practice-oriented learning approach, which is implemented through activities such as Industrial Visits (KI) and Internships (KP). These activities are mandatory for students as part of fulfilling the required learning outcomes set within the curriculum.

During the program, students of the English for Business and Professional Communication Study Program completed a four-month placement at D'Booster Indonesia, a multilevel marketing company that operates as an official distributor under PT ABI Duta Indonesia. The company's working environment provided students with firsthand experience in how business communication is applied in various activities, including marketing,

distribution network management, customer service, and partner development. Through this experience, students were also able to observe the communication strategies used by the company to build its image, promote products, and maintain relationships with consumers and marketing networks.

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

1.2 Purposes of the Apprenticeship

The Internship Program is a learning activity designed to provide students with the opportunity to apply the theories they have learned during their coursework to real workplace settings. Through this program, students can broaden their insights, enhance their competencies, and gain a direct understanding of actual work processes within the industry.

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

1. To provide the writer with firsthand experience in dealing with the work dynamics at D'Booster Indonesia, particularly in activities related to product marketing, distribution, and collaboration with business partner.
2. To enhance professional skills such as time management, business communication, customer service, teamwork, and work ethics relevant to the multilevel marketing industry.
3. To apply academic knowledge—especially in the field of business and professional communication—to real workplace situations involving marketing activities, administrative tasks, and the company's operational coordination.
4. To broaden the writer's understanding of the company's culture, marketing strategies, and business model implemented at D'Booster Indonesia as part of the PT ABI Duta Indonesia distribution network.

5. To gain direct experience in operational activities such as information management, documentation, partner services, and promotional tasks, enabling students to better understand workflow processes and the challenges commonly encountered in the network marketing industry.

1.3 Significances of the Apprenticeship

1. For Students (Apprentices) :

- a. Students gain the opportunity to experience real work activities and conditions firsthand, allowing them to understand actual work processes and workplace culture.
- b. The Internship Program serves as an essential academic requirement that must be fulfilled in order to complete higher education studies.
- c. Through practical experience, students are able to learn about work ethics, communication patterns, and the professional environment directly.
- d. Students can apply the theories learned on campus while also gaining new insights and skills through the Internship Program.

2. For State Polytechnic Of Bengkalis :

- a. Strengthening the partnership between educational institutions and the industry or company where students carry out their Internship Program.
- b. Serving as a consideration in developing and evaluating the curriculum to ensure it remains relevant to current industry needs.
- c. Enhancing the quality of graduates by providing practical experience that makes them more competent and better prepared to face workplace challenges.

3. For PT Abi Duta Indonesia :

- a. The company receives additional support personnel who can assist in carrying out daily operational activities.
- b. The program serves as a form of the company's contribution to the educational sector through mentoring and training for students.

It provides the company with an opportunity to observe and assess the potential and performance of prospective employees who may be needed in the future.