

CHAPTER I

INTRODUCTION

1.1 Background of 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.

An apprenticeship is a structured training program that combines work experience with classroom learning, designed to equip individuals with the skills required for a particular trade or profession. The main objective of the internship program is to provide hands-on experience while ensuring that the student intern gains theoretical knowledge relevant to their field. Student interns will be well prepared to encourage personal development, communication skills, teamwork, and future careers, which often results in higher employment rates and better job prospects upon completion of the program.

The internship program is part of the educational curriculum at State Polytechnic of Bengkalis, which plays an important role in bridging the gap between academic knowledge and practical experience. Bengkalis State Polytechnic was established in 2000. The Bengkalis Regency Government, through the Gema Bahari Foundation, established a college under the name Bengkalis Shipbuilding Polytechnic. In its journey, the Bengkalis Shipbuilding Polytechnic changed its name to Politeknik Bengkalis and was under the Bangun Insani Foundation (YBI) Bengkalis, but in 2008, its status changed to a state polytechnic through the Regulation of the Minister of National Education. State Polytechnic of Bengkalis has a vision and mission to become a superior polytechnic oriented towards developing competent human resources in the fields

of technology, business, and industry. Therefore, until now, State Polytechnic of Bengkalis has continued to develop various study programs that are very relevant to the needs of the job market, both at the local, national, and international levels. Based on data from polbeng.ac.id

The programs at State Polytechnic of Bengkalis are designed to equip students with technical and non-technical skills, which are in line with the needs of industry at national and international levels. Through a practice-oriented curriculum, State Polytechnic of Bengkalis ensures and prepares students with practical skills so that graduates have relevant experience and up-to-date knowledge. Therefore, one of the effective ways to prepare students is through an internship program, so that students can practice the theoretical knowledge gained during lectures in real work situations so that they can better understand how these theories are applied in daily work. This internship experience is also an integral part of the educational journey, allowing for the development of critical thinking and problem-solving skills while working alongside experienced professionals in leading companies.

As such, Politeknik Negeri Bengkalis offers a range of diploma programs designed to equip students with practical skills and theoretical knowledge that are essential to their careers. State Polytechnic of Bengkalis offers 18 diverse study programs, including the Diploma in English for Business and Professional Communication. The Diploma in English for Business and Professional Communication is designed to prepare students with the English language skills required in business and professional contexts. In today's era of globalization, the ability to communicate in English is becoming increasingly important for professionals in various fields. This diploma focuses not only on language acquisition but also on the application of communication skills in real business contexts. With an integrated curriculum, students not only learn the language but also understand important aspects of business communication, such as negotiation, presentation, and report writing.

As part of the curriculum, students of the Diploma in English for Business and Professional Communication at State Polytechnic of Bengkalis are required to

undergo an internship program. This program allows students to gain hands-on experience in the business and professional rlds. Thus, to carry out practical work activities for a maximum of six months and a minimum of four months. Therefore, the author chose Balai Bahasa Provinsi Riau, Pekanbaru branch, as one of the places to carry out practical work activities for four months. During the implementation of practical work at Balai Bahasa Provinsi Riau, Pekanbaru branch.

The implementation of this practical work starts from 17 September 2024 to 01 January 2025. The implementation of this practical work is expected to improve students' technical skills and gain greater insight into the world of work and industry. An internship is a bridge that connects the academic world with the professional world and strengthens students' readiness to face future challenges.

1.2 Purposes of the Apprenticeship

Practical work is a series of activities to provide practical learning experience for students, which allows students to apply theoretical knowledge in a real business context. Students who carry out practical work can add insight and knowledge and improve student skills obtained in the classroom.

The purpose of the implementation of practical work activities for students of the State Polytechnic of Bengkalis are:

1. To provide an opportunity for the author to experience the situations and challenges that exist in the world of practical work at Balai Bahasa Provinsi Riau.
2. To hone technical skills as well as soft skills relevant to the field of work, including project management, time management, and communication to the author during practical work at Balai Bahasa Provinsi Riau.
3. To provide practical experience that enables the author to apply academic knowledge in a real-world environment at Balai Bahasa Provinsi Riau.
4. To increase the author's understanding to know the system, procedures about corporate culture, workflow, and work operational strategies at Balai Bahasa Provinsi Riau .

5. To provide the author with practical experience in using marketing tools and technologies relevant to modern brand administration for brand management and marketing strategies at Balai Bahasa Provinsi Riau.

1.3 Significances of the Apprenticeship

The benefits of practical work activities for students and State Polytechnic of Bengkalis and its company are:

1. For Students (Apprentices)
 - a. It gives students practical experience in a real industrial environment and complements their theoretical knowledge.
 - b. It develops skills that enhance technology and software, such as teamwork, communication, and problem solving.
 - c. Builds a professional network with hands-on work, allowing students to network with industry professionals and benefiting future career prospects.
 - d. Provide valuable industry experience as a complement to academic research.
2. For State Polytechnic of Bengkalis
 - a. To Improve student learning results on practical programs and help educational institutions produce graduates who have practical skills, thereby enhancing employability.
 - b. Improve the relevance of the curriculum by ensuring that the practical work programs offered are relevant to the evolving needs of the industry.
 - c. Continuous improvement processes that bring training up to global standards, improve the quality of training, and enhance the institution's reputation through well-structured internship programs will have a positive impact.
3. For Balai Bahasa Provinsi Riau
 - a. Provide opportunities for writers to develop practical skills and industry-related knowledge. By being directly involved in the management of a company, the author is able to practice the theories he learned in college so as to increase the company's capabilities.

- b. Incorporate new perspectives and fresh ideas and contribute to internal innovation.
- c. Enhance your company's public image and attract the attention of qualified prospective employees and business partners.