

CHAPTER 1

INTRODUCTION

1.1 Background of Apprenticeship

The English for Business and Professional Communication is one of the language study programs in State Polytechnic of Bengkalis which has student graduates with job prospects such as Public Relations, Translator, Marketing Communication Translator, Social Media Specialist, Copy Writer, Content Writing, Editing, and Public Speaking. These skills are now one of the important requirements in building careers in the business world and the creative industry.

Public speaking and social media management have become essential skills that support personal and professional development in various fields. Public speaking is a skill that plays a significant role in building effective interaction and communication, both in the work environment and the wider community. As a form of verbal communication, it allows one to convey ideas, information and messages in a clear, structured and convincing manner. Meanwhile, Social Media management skills are crucial in the digital era, where creative and strategic content plays an important role in marketing communications, branding, and public education. With this combination of skills, students are expected to fill strategic roles such as trainers, Master of ceremony, content strategists, and more.

To bridge the gap between theoretical knowledge gained in college and real-world work experience, undertaking an internship becomes a crucial strategic step. Internship or often known as practical work is an activity where students participate and adapt to work activities in companies to gain direct experience in certain competencies, this transition involves the application and learning of theories and skills learned during the academic process in college. Through this internship program, the writer had the opportunity to directly apply public speaking and content creation skills while also learning new competencies, understanding workplace dynamics, expanding professional networks, and preparing to become a competitive workforce. Additionally, and equally important, this internship or practical work program is a mandatory requirement for students as part of the

graduation criteria for the Applied English for Business and Professional Communication undergraduate program.

In this opportunity, the author had the chance to participate in an internship program at PT Riau Andalan Pulp and Paper (RAPP), a leading company in the pulp and paper manufacturing industry. The writer was placed at the April Learning Institute, a unit focused on human resources development, training, and competency-based education, particularly within the Education Program and Technical Mill Department. This department provided a highly relevant environment for the writer to develop public speaking and content creation skills, especially in supporting the training programs held by the company.

In this report, the writer will present the experiences and lessons learned during the internship program, particularly in the development of public speaking and content creation skills, as well as other competencies gained throughout the internship. Additionally, the report will discuss how these contributions are relevant to the needs of the industry at PT Riau Andalan Pulp and Paper, specifically the ALI office at April Learning Institute, which took place from July 17th to November 30th.

1.2. Purpose Of Apprenticeship

The purpose of the Internship 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 internship in the Education Program and Technical Mill department or ALI office.
5. To identify challenges and solutions encountered during the internship 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 internship 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.

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 5 (five) months, starting from July 17th to November 30th, 2024. 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	-
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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.