

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

In today's era of global competition, education is expected to play a vital role in supporting all aspects needed to contribute thoughts and real work in developing the nation and state. Besides that, in an academic setting related to the field of study, an apprenticeship is an entire array of activities that includes both theoretical understanding and practical application of knowledge. Apprenticeship can improve students' understanding, expertise, and abilities while empowering them to face current issues by putting education concepts into practice. In order to ensure that students can comprehend and apply their academic knowledge of their chosen field, the apprenticeship is designed. It also gives students the opportunity to experience a professional setting and work environment that complements their course of study. An apprenticeship exposes students directly to the breadth of the working world, which is a learning process. The apprenticeship program represents one of the activities that has been implemented annually and is required for every student at State Polytechnic of Bengkalis.

State Polytechnic of Bengkalis established in 2000, holds the distinction of being the first polytechnic in Riau, Indonesia. The State Polytechnic of Bengkalis is a public vocational college located in Sungai Alam Village, Bengkalis, Riau. The college has eight main departments offering eighteen different study programs. These departments include Maritime, Business Administration, Information Technology, Mechanical Engineering, Electrical Engineering, Civil Engineering, Naval Engineering, and Language Department. The State Polytechnic of Bengkalis offers three levels of education that is D2 (2-year diploma), D3 (3-year diploma), and D4 (4-year diploma). One of its standout programs is in the Language Department, that provides D4 English for Business and Professional Communication study programs. The study program was created to develop professionals in field of study like public relations, marketing communications,

digital marketing, social media management, copywriting, content creation, and translation or interpreting.

One of the most important connections between academic learning and real-world situations in Indonesian higher education is the evolution of vocational education through the Diploma Four (D-IV) program. According to Kemendikbud's Ministry of Education and Culture, this program match scheme was created in cooperation with industry partners and ensures 60% practical and 40% theoretical learning. This program allows students to apply what they have learned in the classroom to real-world situations through strategic partnerships with top government agencies and corporations. Industry partners like PT Bina Pertiwi place a high value on the technical skills (hard skills) and soft skills (communicative, leadership, and teamwork) that students acquire through these collaborations. In addition to producing highly competent graduates, the program hopes to prepare students to lead, create, and innovate in their fields in the future. PT Bina Pertiwi, a part of PT United Tractors Tbk that specializes in the sale and rental of heavy equipment, provides students with special opportunities in this context through the application of apprenticeship. PT Bina Pertiwi's changing and globally-focused work environment enables students to apply their college-acquired academic understanding to practical processes at workplace.

Apprenticeship at PT Bina Pertiwi exposes interns to three primary areas, that are digital marketing and marketing communication. All of which are extremely pertinent to the needs of the contemporary industry. In addition to giving students the chance to practice their knowledge in a real-world business setting, this experience helps them better grasp digital marketing tactics and successful business communication concepts. However, the era of digitalization constantly evolving and understanding digital marketing strategies is becoming increasingly crucial. Students can learn the latest techniques in optimizing the company's online presence, analyzing digital marketing data, and designing effective campaigns for PT Bina Pertiwi's products. Besides that, the aspect of Marketing Communication gives students the opportunity to hone their skills in creating persuasive and effective messages for various audiences. They can be involved in the preparation

of promotional materials, management of the company's social media, and the development of communication strategies that support the business goals of PT Bina Pertiwi. This experience is very valuable in improving business communication skills in both Bahasa and English.

1.2 Purposes of the Apprenticeship

In general, the purpose of the apprenticeship is one of the activities for students of English for Business and Professional Communication study program in completing their studies. The objectives of conducting apprenticeship are to achieve the expected results, which are as follows:

1. To describe job descriptions during practical work
2. To explain practical workplace systems and procedures
3. To find out the obstacles and solutions during practical work
4. To fulfil the graduation requirements for the D-IV English for Business and Professional Communications study program at Language Department, State Polytechnic of Bengkalis.

1.3 Significances of the Apprenticeship

The practical work carried out is very beneficial for several parties such as students, companies and State Polytechnic of Bengkalis:

1. For Students

Students will gain the following benefits through participation in this apprenticeship program:

- a. Students have the opportunities to transform academic knowledge into practical work experience.
- b. Students can develop analytical and problem-solving capabilities in a professional setting.
- c. Students enable to establish professional networks and build their career portfolio.
- d. To help students acquire industry-specific skills aligned with their field of study.

- e. Students can develop professional communication competencies.

2. For Companies

Companies and institutions that accept students participating in apprenticeship programs also get the benefit from implementing these programs, including:

- a. Companies will get support from the student interns that provide invaluable to organizations by helping with daily tasks, optimizing methods of operation, and lowering the employee assignments.
- b. The company can improve the business's reputation in the field of education, the collaboration with educational institutions gives it access to a collect of potential employees whose abilities and professional work values have been established during their internship.
- c. The apprenticeship program can help academics and businesses find alternative candidates for employees who are renowned for their quality, commitment, and credibility, businesses and the education sector collaborate.

3. For State Polytechnic of Bengkalis

There are some benefits of the State Polytechnic of Bengkalis's implementation of the apprenticeship program:

- a. State Polytechnic of Bengkalis receives companies feedback and evaluations that 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.
- b. Through apprenticeship programs, the State Polytechnic of Bengkalis can test their students' skills in real work situations, helping them see if students can apply what they learned in class.
- c. The State Polytechnic of Bengkalis can build stronger connections with companies, helping them understand what companies need and how to better prepare their students for work.