

## **CHAPTER I INTRODUCTION**

### **1.1 Background of the Apprenticeship**

Internship or Apprenticeship is a learning process that combines the theory learned in college with actual practice in the industrial world. Through the internship program, students have the opportunity to apply the knowledge gained in a real work environment and develop the skills needed to face professional demands in the future. Therefore, the internship program has a very important role in preparing students to enter the increasingly competitive world of work.

State Polytechnic of Bengkalis is the only state polytechnic in Riau, located on Jl. Bathin Alam, Sungai Alam, Bengkalis. The campus was first established in 2000 and was the first polytechnic campus in Riau. Through the Gema Bahari Foundation, on July 29<sup>th</sup> 2011, Politeknik Bengkalis officially became a State Polytechnic from the name “*Politeknik Perkapalan Bengkalis*” to State Polytechnic of Bengkalis. On December 26<sup>th</sup> 2011, State Polytechnic of Bengkalis was inaugurated by the Minister of Education and Culture of the Republic of Indonesia.

State Polytechnic of Bengkalis has 8 majors including: Business Administration, Civil Engineering, Electrical Engineering, Mechanical Engineering, Information Technology, Language, and Maritime. From these 8 departments there are 21 study programs consisting of D-II, D-III and D-IV.

State Polytechnic of Bengkalis as an educational institution that focuses on developing quality human resources, strongly supports internship activities for its students. As a form of implementation of the Tri Dharma of Higher Education, State Polytechnic of Bengkalis provides opportunities for students to deepen their knowledge and skills through internship programs in various agencies or companies that are relevant to their respective fields of study. With this internship program, it can provide students with practical experience that can support them in the professional world. Every student, including students of the D-IV English for

Business and Professional Communication study program is required to take part in internship activities as one of the graduation requirements.

In order to improve competence, career, and as a graduation requirement, the author in this case chose to carry out an internship at MeetUp Coworking & Office Space Pekanbaru, which is engaged in workspace rental services, meeting rooms, virtual offices, and PT creation services. Not without reason, the author chose this place because MeetUp Coworking & Office Space is the only Coworking Space in Pekanbaru City. Internships at MeetUp Coworking & Office Space offer a unique opportunity to develop professional skills in a collaborative and dynamic work environment. Most of the tenants who work there are startup companies, freelancers, and freelancers, so this will expand the professional network because it interacts directly with tenants who come from different company backgrounds.

This internship was carried out for 4 months starting from August 19 to December 19, 2024. Through Field Work Practice activities, it is hoped that the author will be able to apply the knowledge learned in campus about Public Relations, Digital Marketing, Social Media Specialist, Content Creation, and Customer Service, and the marketing media is mostly through social media. In addition, it can certainly expand the author's knowledge to carry out various types of tasks properly and correctly, and be able to face the real world of work from the experience gained during the internship at MeetUp Coworking & Office Space.

## **1.2 Purpose of the Apprenticeship**

1. To find out and gain practical experience in the space marketing strategy at MeetUp Coworking & Office Space.
2. To understand the application of technology and media used by MeetUp Coworking in improving efficiency and innovation in business.
3. To develop professional skills, communication and teamwork abilities in real projects in a collaborative and dynamic work environment.

### **1.3 Significance of the Apprenticeship**

#### **1.3.1 Significance for the Apprentice**

Through the practical work program, the author can get benefits including gaining practical experience that allows the author to develop professional skills, improve communication skills, and expand professional networks. In addition, the author can apply the theories learned on campus to real-world situations.

#### **1.3.2 Significance for State Polytechnic of Bengkalis**

For the campus, practical work can strengthen relationships with industry, establish cooperative relationships with companies, increase work-ready graduates, and increase the academic reputation of the campus.

#### **1.3.3 Significance for the Company**

For the Company, this internship program brings the latest ideas and creativity from students obtained from the campus, and provides an opportunity to find potential employee candidates who have skills that match the Company's needs.