

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

Technological advancements and globalization have brought about significant changes in the world of work. Companies today need not only individuals who have a strong grasp of theory, but also those who possess practical skills, are able to adapt quickly, and have work experience. In addition, competition in the job market is becoming increasingly fierce, so students are expected to prepare themselves not only academically, but also in terms of skills and work readiness.

However, in reality, many students still lack practical experience. This is because the learning process in higher education still focuses more on theory than on hands-on practice. As a result, students often face difficulties when entering the workforce, such as a lack of confidence in communication, a lack of familiarity with problem-solving, and an incomplete understanding of job responsibilities. In addition, students are also not yet accustomed to workplace culture, such as discipline, teamwork, and working under pressure. On the other hand, companies tend to prefer graduates who already have experience and understand how work systems operate.

According to Ufia et al. (2024), apprenticeship programs can help improve both technical skills and soft skills, such as communication, teamwork, discipline, and job readiness. Through apprenticeships, students can gain hands-on experience and better understand how the knowledge they have acquired is applied in real-world work situations.

Bengkalis State Polytechnic requires senior students to participate in an apprenticeship program. This program aims to bridge theoretical learning with practical experience in the workplace. Through this program, students are expected to apply their knowledge, gain work experience, and develop a sense of responsibility and discipline.

The International Business Administration program provides knowledge in the fields of administration, marketing, communication, customer service, and business management. These areas of knowledge are essential in preparing students for the workforce. However, theoretical learning alone is not enough without real-world work experience. Therefore, apprenticeships are crucial in helping students understand actual work conditions and enhance their competencies, both in terms of knowledge and practical skills.

Based on these reasons, the author undertook an apprenticeship at PT PLN Icon Plus. PT PLN Icon Plus is a subsidiary of PT. PLN (Persero) that operates in the field of Information and Communication Technology. The company provides internet services, digital solutions, and network infrastructure used by various sectors, including government and private institutions.

The author chose PT PLN Icon Plus because its business activities are relevant to his field of study, particularly in the areas of administration, marketing, and customer relations. Additionally, the company offers a professional work environment that allows students to gain hands-on experience. Through this apprenticeship, the author hopes to gain work experience and improve his communication and teamwork skills.

1.2 Purpose of the Apprenticeship

1.2.1 Purpose of the Apprenticeship

The apprenticeship program at the International Business Administration Study Program at the Bengkalis State Polytechnic has several objectives. The objectives of the apprenticeship at PLN Icon Plus in Pekanbaru are as follows:

1. To understand the duties and responsibilities of employees at PLN Icon Plus Pekanbaru.
2. To understand the work systems and procedures implemented at PLN Icon Plus Pekanbaru.
3. To determine the schedule and location of the apprenticeship at PLN Icon Plus Pekanbaru.
4. To learn about the types of work performed at PLN Icon Plus Pekanbaru.

1.2.2 Benefits of the Apprenticeship

1. Benefits for Students

The apprenticeship program gives students the opportunity to gain direct experience in the working environment. Through this program, students can apply the knowledge they have learned during lectures, gain more understanding about the working world, and improve their communication, teamwork, and adaptation skills.

2. Benefits for State Polytechnic of Bengkalis

The apprenticeship program helps strengthen cooperation between State Polytechnic of Bengkalis and the company or institution where students carry out their apprenticeship. It also helps the institution produce graduates with knowledge and experience that match workplace needs.

3. Benefits for the Company

The apprenticeship program benefits the company by helping with several tasks in the workplace. In addition, the company can support students in gaining work experience and build good cooperation with State Polytechnic of Bengkalis.

1.3 Significances of the Apprenticeship

The apprenticeship program is one of the mandatory requirements for students of State Polytechnic of Bengkalis to complete their studies. This program is important because it helps students gain direct experience in the working environment and understand how theories learned during lectures can be applied in real work situations. The significance of the apprenticeship program can be explained as follows:

1.3.1 Significance for Students

Several benefits can be obtained by students from participating in the apprenticeship program, as follows:

1. Students can build professional relationships and gain experience to prepare themselves for entering the working world.

2. Students have the opportunity to apply the knowledge they have learned during lectures directly in the workplace.
3. Students gain practical experience in applying their knowledge according to their respective fields of study.
4. Students can improve their professional skills, such as communication and teamwork.
5. Students learn to adapt to the working environment and organizational culture.

1.3.2 Significance for State Polytechnic of Bengkalis

The apprenticeship program also gives benefits to State Polytechnic of Bengkalis in supporting educational activities and cooperation with industry partners. The significance for State Polytechnic of Bengkalis is as follows:

1. A strong cooperative relationship has been established between the campus and the companies where the apprenticeships take place.
2. The apprenticeship program can strengthen cooperation and relations between Bengkalis State Polytechnic and PLN Icon Plus Pekanbaru.
3. The apprenticeship program can enhance the competencies of Bengkalis State Polytechnic graduates.

1.3.3 Significance for the Company

The apprenticeship program also gives benefits to the company in supporting cooperation with educational institutions and student development. The significance for the company is as follows:

1. To build and strengthen positive cooperation between the company and educational institutions as partners in the field of education.
2. To help reduce the company's workload by allowing apprenticeship students to assist in completing certain tasks.
3. To improve the company's image as an institution that actively supports educational activities and human resource development.