

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

Current developments in the world of work are closely influenced by globalization, which has made competition in the labor market increasingly intense. Indonesia has entered the era of globalization, which is marked by increasingly intense competition in the job market, making it more competitive and dynamic. In this increasingly intense labor market competition, prospective workers must possess a strong ability to adapt and compete in the face of developments and changes across all aspects of life, particularly in the professional world, which demands high-quality human resources (Astuti et al., 2023, as cited in Syawitri et al., 2024). To support students' professional competencies, the Bengkalis State Polytechnic has provided various learning facilities and infrastructure. However, these facilities generally still focus on mastering theory in the classroom. One approach that can be taken to bridge this gap is through an apprenticeship program.

The Department of Business Administration, with various programs such as the D4 Program in Public Financial Accounting, the D4 Program in Digital Business, and the D4 Program in International Business Administration, focuses on building skills in the fields of administration, management, business communication, and data and information management. These competencies are highly sought after in the workforce, particularly in companies operating in the service and technology sectors. Therefore, the apprenticeship program serves as an important opportunity to apply the knowledge gained during coursework directly to real-world work practices.

This apprenticeship took place at PT PLN Icon Plus Riau and Kepulauan Riau, a subsidiary of PT PLN (Persero) that specializes in providing information and communication technology (ICT) services. The company plays an important role in providing internet and communication services based on digital technology,

which continues to grow in society. The selection of the apprenticeship location at PT PLN Icon Plus Riau and the Kepulauan Riau Office was based on the fact that the company has a structured work system and operational activities relevant to the field of business administration, particularly in the management of customer data and services. This gave the author the opportunity to gain direct experience in the company's administrative and operational processes.

During the apprenticeship, the author was involved in various activities related to customer data administration and management, such as entering data into the iCRM Plus system, conducting verification processes through scoring, preparing administrative documents such as meeting minutes, application forms, and partnership agreements, as well as promoting ICONNET services by distributing brochures to prospective customers. These activities provided practical experience in applying business administration knowledge and developing professional skills in a real work environment.

1.2 Purpose of the Apprenticeship

Based on the background described above, the apprenticeship program was conducted to achieve the following objectives:

1.2.1 Purpose of Apprenticeship

The objectives of the apprenticeship are as follows:

1. To understand the job descriptions and responsibilities assigned during the apprenticeship in the Account Executive Sales Retail Division at PT PLN Icon Plus Riau and Kepulauan Riau Office.
2. To understand the systems and work procedures implemented in the Account Executive Sales Retail Division of PT PLN Icon Plus Riau and the Kepulauan Riau Office.
3. To describe the location and schedule of the apprenticeship activities at PT PLN Icon Plus Riau and the Kepulauan Riau Office.
4. To identify and describe the types of activities carried out during the apprenticeship.

5. To identify the obstacles encountered during the apprenticeship and propose appropriate solutions.

1.2.2 Benefits of Apprenticeship

The apprenticeship program offers several benefits to students, as follows:

1. To gain hands-on work experience in a professional environment.
2. To improve skills in administration and data management.
3. To understand the work systems and business processes implemented at the company.
4. To develop communication and teamwork skills during the apprenticeship.
5. To prepare oneself for the professional world, particularly in the fields of business and administration.

1.3 Significances of the Apprenticeship

This apprenticeship program provides benefits several parties, namely the students, the company, and the Bengkalis State Polytechnic.

1. Benefits for Students

To gain real-world work experience in a professional environment, to apply theoretical knowledge to practical work activities, and to improve skills in administration, communication, and teamwork.

2. Benefits for Companies

To assist employees in completing administrative and operational tasks, to provide additional support in daily work activities, and to foster collaboration with educational institutions.

3. Benefits for Bengkalis State Polytechnic

To strengthen collaboration between the campus and industry, to improve the quality of graduates through apprenticeship experiences, and to receive feedback from workplaces to inform curriculum development.