

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

The automotive industry is one of the important industries that plays a significant role in meeting the transportation and mobility needs of society. Along with technological developments and changing consumer needs, automotive companies are required to continuously improve product quality, service standards, and operational performance. PT Dipo Internasional Pahala Otomotif (DIPO) is one of the authorized Mitsubishi dealers in Indonesia, with a history dating back to 1976. The company has developed its business through an extensive dealer network and provides various automotive products and services, including vehicle sales, genuine spare parts, vehicle maintenance and repair, as well as body repair services (PT Dipo Internasional Pahala Otomotif, 2026).

As an authorized Mitsubishi dealer, PT Dipo Internasional Pahala Otomotif provides a professional working environment that allows students to gain practical experience and understand the actual conditions of the automotive industry. Through an internship program, students can apply the knowledge and skills gained during their academic studies while developing professional abilities such as communication, teamwork, responsibility, discipline, and attention to detail. During the internship at PT Dipo Internasional Pahala Otomotif Pekanbaru, the writer was assigned to the Warranty Department and participated in various administrative activities related to warranty operations, including processing warranty claim documents, managing warranty data, preparing reports, and supporting operational data management. These activities provided valuable experience and helped the writer develop a better understanding of professional work practices in the automotive industry.

An apprenticeship program is a practical work experience that provides students with an opportunity to enter and become familiar with the working environment for a certain period. Through the Merdeka Belajar Kampus Merdeka

(MBKM) Apprenticeship Program, students have the opportunity to undertake an apprenticeship in an industry that is recognized as equivalent to 20 academic credits (SKS) and is aligned with their field of study competencies and the Graduate Learning Outcomes (CPL) of the Study Program. In addition to providing direct work experience, an apprenticeship program also gives students opportunities to learn how to work in teams, build personal and professional relationships, and gain practical experience that can support their readiness to enter the workforce (Saidia Anjum, 2020).

Bengkalis State Polytechnic requires every student to participate in an internship program as part of its efforts to improve the quality of human resources and produce competent graduates. This internship program integrates classroom learning with hands-on work experience in the industry, tailored to the students' fields of expertise. Through this program, students are expected to gain the experience, skills, and competencies needed to pursue various career opportunities in line with their abilities and potential.

This internship experience is closely related to the field of Business Administration, particularly the course on Consumer Behavior. Through the activities carried out during the internship, the author gained practical insights into the implementation of customer service, an understanding of consumer needs and satisfaction, and the importance of effective communication in supporting the quality of service at an automotive company. In addition, this internship also provided an opportunity to develop the technical skills and professional competencies required in the workplace.

1.2 Purposes of the Apprenticeship

1.2.1 Purpose of Apprenticeship

The purpose of the internship at PT Dipo Internasional Pahala Otomotif in Pekanbaru are as follows:

1. Apply the knowledge and skills acquired during academic studies to a real-world work environment at PT Dipo Internasional Pahala Otomotif in Pekanbaru.

2. Understand the operational activities and work systems implemented at PT Dipo Internasional Pahala Otomotif in Pekanbaru.
3. Develop technical and non-technical skills, including communication skills, teamwork, discipline, responsibility, and the ability to adapt to a professional work environment.
4. Understand how to apply the theories and concepts learned in class to support the company's operations.
5. Enhancing professional competencies and readiness for the workforce through practical experience gained during the internship program at PT Dipo Internasional Pahala Otomotif in Pekanbaru.

1.2.2 Benefit of Apprenticeship

The benefits I gained during my internship at PT Dipo Internasional Pahala Otomotif in Pekanbaru are as follows:

1. To gain a comprehensive understanding of the operational system, administrative procedures, and service mechanisms implemented in the Service Advisor Department.
2. To apply the knowledge and skills acquired during academic studies to practical work activities in accordance with the company's standards and operating procedures.
3. To broaden understanding of the implementation of the company's work system and operational procedures in supporting effective and efficient service processes.
4. To develop a professional attitude by enhancing systematic and analytical thinking, accuracy, discipline, responsibility, and work ethics in an industrial environment.
5. To strengthen professional competencies, adaptability, communication skills, and readiness to meet the demands of a professional working environment.

1.3 Significances of the Apprenticeship

An internship is a form of experiential learning that is mandatory for students at the Bengkalis State Polytechnic as part of the vocational education curriculum. This program provides students with the opportunity to apply the knowledge, skills, and competencies they have acquired during their studies in a real-world work environment. In addition, internships aim to enhance professional competencies, broaden students' understanding of the working world, develop both technical and non-technical skills, and foster attitudes and a work ethic aligned with industry needs. By participating in the internship program, students are expected to be able to adapt to a professional work environment and be better prepared to enter the workforce after completing their education. The benefits gained from participating in an internship are as follows:

1. **Significances for Students**

Internship programs offer various benefits to students, including the opportunity to apply the knowledge and concepts they have learned in class to the real-world workplace. In addition, students gain practical work experience relevant to their field of study, which enhances their understanding of how theory is applied in the field. Through internships, students are also trained to identify, analyze, and solve various problems related to their field of study in a professional work environment.

2. **Significances for the Company**

For companies, internship programs offer the benefit of fostering good cooperation between the education sector and companies or related institutions. The presence of student interns can also make a positive contribution to supporting the company's various operational activities. In addition, internship programs serve as a means for companies to identify, assess, and evaluate students' potential as competent and high-quality future employees.

3. **Significances for the Bengkalis State Polytechnic**

For Bengkalis State Polytechnic, the internship program helps strengthen cooperation and enhance institutional relationships with government

agencies and companies that host interns. This program also contributes to improving the competencies and quality of graduates—particularly those in the International Business Administration program—so they are better prepared to face competition in the workforce. Furthermore, internships can enhance the image and reputation of Bengkalis State Polytechnic within the industrial and business sectors. The outcomes of these internships can also serve as evaluation data for the design and development of a curriculum that is more relevant to industry needs. Additionally, the internship program opens opportunities for further collaboration, such as graduate recruitment, the conduct of applied research, and the organization of joint training programs between the university and the industry.