

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

An internship is not merely an academic requirement but serves as an essential bridge between theoretical knowledge acquired in the classroom and its practical application in a professional work environment. The internship program is designed to broaden students' perspectives, enhance their practical skills, and develop their ability to solve real-world problems by applying the knowledge gained throughout their academic studies. Therefore, its purpose extends beyond understanding theoretical concepts to fostering the ability to implement them effectively and professionally in the workplace.

Higher education institutions play a significant role in developing qualified human resources to support national development. Bengkalis State Polytechnic serves as an integral part of this system by emphasizing vocational education. Unlike conventional academic institutions, vocational education at Bengkalis State Polytechnic focuses on developing practical competencies supported by a strong theoretical foundation and professional discipline. Through this educational approach, graduates are expected to possess the knowledge, technical skills, and professional competencies required to meet the demands of both the engineering and business sectors. Therefore, the internship program is established as a compulsory graduation requirement to provide students with practical workplace experience and prepare them to compete effectively in the professional industry upon graduation.

The author is currently pursuing higher education at the Department of Business Administration, specifically in the Applied Bachelor's Program in International Business Administration. This study program is highly relevant to the demands of today's global business environment, as it equips students with the knowledge and competencies required to operate in international business settings. The curriculum encompasses various areas, including international trade, business management, marketing, business communication, international business law, and

other related disciplines. Given the dynamic and competitive nature of the international business environment, classroom learning alone is insufficient. Therefore, students of the International Business Administration program are required to participate in internship programs to gain practical experience, strengthen their professional competencies, and develop a comprehensive understanding of business practices in real-world organizational settings. Therefore, students of the International Business Administration program are required to gain direct exposure to the professional work environment through internship programs in order to further develop and refine these competencies.

In line with these objectives, the author undertook a four-month internship program from February 2 to May 31, 2026, at PT Kilang Pertamina RU II Dumai, within the Corporate Social Responsibility (CSR) Division. This internship provided valuable practical experience and served as a real-world learning environment in which the author was able to apply the knowledge and competencies acquired throughout the academic program. The implementation of CSR activities, which emphasize business ethics and corporate responsibility, reflected the practical application of corporate governance and public relations principles in maintaining the company's reputation. Furthermore, interactions with local communities and internal stakeholders enabled the author to strengthen the understanding of consumer behavior and organizational behavior in professional settings. The author's active involvement in various CSR programs and organizational activities also enhanced project coordination, teamwork, and communication skills, while supporting the development of analytical and problem-solving abilities essential for effective decision-making and the sustainability of corporate social responsibility initiatives.

1.2 Purposes of the Apprenticeship

Internship, also referred to as Practical Work (Kerja Praktik/KP), is a compulsory academic program that must be undertaken by students of Bengkalis State Polytechnic as part of the requirements for completing their studies. To ensure the successful implementation of the internship program, it is essential to

understand its objectives, which are as follows:

1. To provide direct work experience in the industrial sector and a professional working environment at PT Pertamina Patra Niaga RU II Dumai.
2. To enhance students' knowledge, skills, and competencies in accordance with the field of study pursued during their academic program.
3. To gain an understanding of the work system, organizational culture, and operational activities implemented at PT Pertamina Patra Niaga RU II Dumai.
4. To develop discipline, responsibility, communication skills, and teamwork abilities in the workplace.
5. To apply the theoretical knowledge acquired in the classroom to practical situations in the workplace.

1.3 Significances of the Apprenticeship

Internships are a key component of the curriculum for every student at the Bengkalis State Polytechnic as they complete their coursework. To achieve the desired outcomes, it is important to understand the benefits of participating in an internship. The benefits of an internship are as follows:

1.3.1 Significances For Students

1. Provide an opportunity to apply the knowledge and theories gained during the course to the real-world workplace.
2. Gain experience and develop job skills relevant to the field of study.
3. Develop teamwork skills and improve communication and presentation skills.

1.3.2 Significances for State Polytechnic of Bengkalis

1. To strengthen the cooperative relationship between the university and PT Pertamina Patra Niaga RU II Dumai.
2. To serve as a means of improving the quality and competencies of graduates so they are better prepared for the workforce.
3. To help align university curricula with industry needs and developments in the workforce.

1.3.3 Significances for the Company

1. The establishment of cooperation between the education sector and specific companies or institutions.
2. Constructive feedback from companies or institutions regarding students participating in internships.