

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

The development of the automotive industry in Indonesia encourages automotive companies to continuously improve their service quality and operational activities to meet consumer needs. In the automotive industry, after-sales service is an important aspect as it involves vehicle maintenance, repairs, and fulfilling consumer needs after purchasing a vehicle. Therefore, proper service and administrative management are required to ensure that the service process runs effectively and in accordance with company procedures.

PT Dipo Internasional Pahala Otomotif (DIPO) is an authorized dealer of Mitsubishi vehicles, including passenger and commercial vehicles manufactured by Mitsubishi Motors Corporation and Mitsubishi Fuso Truck & Bus Corporation. The company was established in 1976 under the name PT Sumatera Motor Ltd. Co., later becoming PT Sumatera Berlian Motors, and subsequently changing its name to PT Dipo Internasional Pahala Otomotif. DIPO has a dealer network across Sumatra, Java, DKI Jakarta, and Kalimantan and provides vehicle sales and after-sales services, including the provision of genuine spare parts, workshop services, and body repair services (PT Dipo Internasional Pahala Otomotif, 2026).

During the apprenticeship at PT Dipo Internasional Pahala Otomotif in Pekanbaru, the author was assigned to the Service Advisor Department, where the author assisted with administrative tasks and the management of operational data related to after-sales services. The activities included document processing, service administration, and the management of operational data from several company branches. Through participation in these activities, the author gained an understanding of the importance of accuracy, coordination, and effective information management in supporting the smooth operation of the company.

This apprenticeship experience is closely related to the field of Business Administration, particularly to the courses of Marketing Management, Consumer

Behavior, and Retail Management. Through the activities carried out during the apprenticeship, the author gained practical insight into the implementation of administrative processes, data management, and work coordination within an automotive company. In addition, the apprenticeship provided an opportunity to develop both technical skills and professional competencies required in the workplace.

Apprenticeship programs for college students are designed to help them become more independent and productive by preparing them to enter the workforce as members of the younger generation through guidance and mentoring, so that they will eventually have the basic skills needed for the job and be ready to compete with other young people who already have prior experience (Aksa et al., 2025). One of the key outcomes of the apprenticeship program is work experience, which plays a crucial role in enhancing students' competencies and job readiness. Work apprenticeship experience refers to the knowledge and skills that students acquire and master after completing a work placement in the workplace and industry for a specific period of time. This experience will help students make logical decisions, develop the ability and willingness to collaborate with others, exercise self-control and manage their emotions, adopt a critical mindset, have the courage to take on individual responsibilities, adapt to their environment, and cultivate the ambition to advance. The more apprenticeship experience students gain, the higher their level of job readiness will be (Setiarini et al., 2022). Based on this theory, it can be concluded that apprenticeship experiences are one of the key aspects in shaping students' readiness for the workforce. The experience gained during an apprenticeship not only enhances technical knowledge and skills but also helps students develop the ability to think logically, collaborate with others, manage their emotions, think critically, take responsibility, and adapt to the work environment. Thus, the more experience students gain during their apprenticeships, the better prepared they will be to enter the real world of work.

As a vocational college, Bengkalis State Polytechnic is committed to producing competent graduates who are ready to enter the workforce. One of the initiatives undertaken is the Apprenticeship Program, which provides students with

the opportunity to apply the knowledge they have gained during their studies in a real-world work environment. Through this program, students can gain firsthand insight into a company's business processes, enhance their professional skills, and gain work experience relevant to their field of study.

1.2 Purposes and Benefits of the Apprenticeship

1.2.1 Purposes of Apprenticeship

The purposes of the apprenticeship at PT Dipo Internasional Pahala Otomotif in Pekanbaru are as follows:

1. To understand the operational system, administrative procedures, and service mechanisms implemented in the Service Advisor Department as part of the company's business processes.
2. To apply the knowledge and skills acquired during academic studies to administrative and operational activities in accordance with the company's standards and procedures.
3. To enhance understanding of the implementation of the company's work systems and operational procedures in supporting effective service delivery.
4. To develop systematic thinking, accuracy, discipline, responsibility, and professionalism in carrying out tasks within a professional work environment.
5. To gain practical work experience that enhances professional competencies, adaptability, communication skills, and readiness to enter the professional workforce.

1.2.2 Benefits of Apprenticeship

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

1. To gain a deeper understanding of the operational system, administrative procedures, and service mechanisms implemented in the Service Advisor Department.
2. To improve the ability to apply academic knowledge in practical work activities in accordance with the company's standards and procedures.

3. To broaden understanding of the implementation of the company's work systems and operational procedures in supporting effective service processes.
4. To develop a professional attitude by enhancing systematic thinking, accuracy, discipline, responsibility, and work ethics within an industrial environment.
5. To strengthen professional competencies, adaptability, communication skills, and readiness to meet the demands of the professional workplace.

1.3 Significances of the Apprenticeship

Apprenticeships are a form of experiential learning undertaken by students at the Bengkalis State Polytechnic as part of the vocational education curriculum. This program aims to provide students with the opportunity to apply the knowledge and skills they have acquired during their studies in a real-world work environment. In addition, apprenticeships also serve as a means to enhance competencies, broaden professional horizons, and prepare students to adapt to the demands of the workforce. The benefits of participating in an apprenticeship include the following:

1. Significances for the Students

The apprenticeship program provides students with the opportunity to apply the knowledge and skills acquired during their academic studies in a real working environment. Through direct involvement in workplace activities, students gain practical experience, enhance both technical and interpersonal skills, and develop a better understanding of professional work ethics and responsibilities. In addition, the apprenticeship helps students improve their adaptability, communication, teamwork, and problem-solving abilities, which are essential for their future careers.

2. Significances for State Polytechnic of Bengkalis

The apprenticeship program serves as a means for State Polytechnic of Bengkalis to strengthen its collaboration with industry partners and ensure the relevance of its educational programs to current industry needs. Feedback and insights obtained from apprenticeship activities can be utilized as valuable input for curriculum development and continuous

improvement of the learning process. Furthermore, the program contributes to the institution's objective of producing competent graduates who are well-prepared to meet the demands of the professional world.

3. Significances for the Company

For the company, the apprenticeship program provides an opportunity to contribute to the development of future professionals by sharing practical knowledge and industry experience with students. The presence of interns can also support daily operational activities and create a mutually beneficial relationship between the company and educational institutions. In addition, the program enables the company to participate in the preparation of a skilled workforce that possesses both academic knowledge and practical competencies relevant to industry requirements.