

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

In the current era of free competition, education is expected to play an important role in supporting all aspects needed to contribute ideas and real work in building the nation and state. The modern world of work demands the availability of human resources (HR) that are superior and competitive, and able to adapt to increasingly rapid global developments and challenges. Therefore, it is very important to have a workforce with high professional skills, both for present and future needs.

Internships are an effective platform for students to channel their ideas, thoughts, and perspectives through direct involvement in the workplace. These activities not only provide a means of applying the theories learned in class but also help students gain a deeper understanding of the connection between academic concepts and professional practice in the field. Through these real-world experiences, students can improve both technical and non-technical skills, such as communication, teamwork, and adapting to a dynamic work environment.

The internship program in fact is also effective for improving the ability to communicate well, the ability to adjust, the managerial ability to work in groups, the ability to interact, and increase accuracy in work as part of the soft skills that students must have (Haddad, et al., 2023). This theory presented emphasizes the importance of internship programs as practical learning platforms that bridge academic knowledge with real-world applications. These programs not only enhance technical competencies but also play a crucial role in shaping students' soft skills such as communication, adaptability, teamwork, interpersonal interaction,

and attention to detail which are essential for career readiness and professional success.

During the internship at PT PLN ICON PLUS, a company engaged in home internet (iconnet, IT solutions, and corporate internet.SPKLU, PLTS, IOT), the Intern was placed in the Telecollection field. The activities carried out were contacting customers, inputting customer data in spreadsheets and in ICRM, checking customer billing. These activities provided valuable experience and new insights that were very useful as provisions for entering the world of work in the future.

Internships are not only a graduation requirement but also aim to produce competent, work-ready, ethical graduates who are able to face professional challenges. Students are placed in institutions relevant to their field of study to gain relevant and applicable experience. For International Business Administration students, internships provide an opportunity to gain firsthand understanding of business practices and improve skills, adaptability, and competitiveness. Upon completing an internship, students are required to submit an Internship Report as a form of academic accountability and a requirement for continuing to the next semester.

The internship at PT PLN ICON PLUS, held from February 2 to May 31, 2026, aims to provide students with the opportunity to apply the knowledge and skills they have acquired during their studies to real-world work situations. Through this activity, students can gain hands-on experience in administration, understand the company's workflow and operational systems, and develop professional skills relevant to the industrial world. Furthermore, this internship is also one of the academic requirements that must be met to complete the Diploma 4 International Business Administration Study Program.

1.2 Purpose of the Apprenticeship

The objectives of the internship at PT. PLN ICON PLUS, a company engaged in heavy (iconnet, IT solutions, and corporate internet. SPKLU, PLTS, IOT) services, are as follows:

1. To understand the type of work performed at PT. ICON PLUS, particularly in Telecollection.
2. To understand the work hours and locations during the internship at PT. PLN ICON PLUS.
3. To understand the work systems and procedures implemented at PT. PLN ICON PLUS, particularly in contacting customers and inputting customer data.
4. To identify obstacles encountered during the internship and the solutions implemented at PT. PLN ICON PLUS.

1.3 Significances of the Apprenticeship

On the apprenticeship is one of the activities for every State Polytechnic of Bengkalis student in completing their assignments. To achieve the expected results, it is necessary to find out the benefits of holding the on the apprenticeship. The benefits of on the apprenticeship are as follows:

1.3.1 Significances for the Students

Apprenticeship is place for student to gain insight into the real working world. Benefits of the apprenticeship for students are as follows:

1. Students have the opportunity to apply theoretical or concepts knowledge in the real working world.
2. Students gain practical experience in applying theoretical or concept knowledge according to their study program.
3. Students have the opportunity to work in teams consisting of several people so that they are able to provide ideas.

1.3.2 Significances for State Polytechnic of Bengkalis

The benefits of the apprenticeship for State Polytechnic of Bengkalis are as follows:

1. Apprenticeship can strengthen cooperation and socialization between the State Polytechnic of Bengkalis and the PT.PLN ICON PLUS.
2. Apprenticeship can improve the competence of State Polytechnic of Bengkalis graduates

1.3.3 Significances for the Company

Apprenticeship is one of the activities for every student to complete their assignments. The benefits of the apprenticeship for the company are:

1. Establishment of cooperation between the world of education and certain companies or agencies.
2. There are constructive criticisms from companies or agencies for students participating in work practices.