

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

In the era of globalization and increasingly fierce business competition, the ability to communicate professionally and effectively in various languages, especially English, is one of the important abilities needed in the world of work. One of the vocational education institutions that supports practical work based learning is State Polytechnic of Bengkalis. As one of the vocational colleges in Riau Province, supervised by the Ministry of Education and Culture, which was established in early 2000, the Bengkalis Regency Government established a college called the Bengkalis Shipbuilding Polytechnic through the Gema Bahari Foundation. At that time, the polytechnic had three study programs, such as Ship Electrical Engineering, Ship Building Engineering, and Ship Mechanical Engineering. Over time, Bengkalis Shipbuilding Polytechnic changed its name to Bengkalis Polytechnic and was under the auspices of Yayasan Bangun Insani (YBI) Bengkalis. The college then added study programs to have five departments, namely Shipbuilding Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, and Business Administration.

In July 2001, Bengkalis Polytechnic began accepting new students for its first batch. In 2006, the polytechnic added two new study programs, namely Business English and Informatics Engineering. In early 2008, Bengkalis Polytechnic asked for support from Yayasan Bangun Insani (YBI) Bengkalis, the Bengkalis Regency Government, and the Bengkalis Regency Regional People's Representative Council to propose a change in status from a Private College (PTS) to a State College (PTN). Bengkalis Polytechnic together with YBI Bengkalis and the Bengkalis Regency Government submitted a proposal to improve the status from PTS to PTN to the Ministry of National Education through the Directorate General of Higher Education in 2009. To complete the eligibility, Bengkalis Polytechnic submitted this proposal to the Minister of Administrative Reform and Bureaucratic Reform on February 9, 2011. The Regulation of the Minister of National Education (Permendiknas) Number 28 of 2011 concerning the Establishment, Organization, and Work Procedures of the State Polytechnic of Bengkalis was officially stipulated on July 29, 2011.

In 2013, State Polytechnic of Bengkalis added two new study programs for the D4 level, namely Production and Maintenance Mechanical Engineering and Electrical

Engineering, as well as three D2 study programs (Welding Engineering, Power Plant System Engineering, and Computer Accounting) which are part of the Study Program Outside Domicile (PDD). Then, in 2014 and 2015, the polytechnic expanded its options by opening two new study programs, namely D4 Road & Bridge Design Engineering and D3 for Nautics, Engineering, and Port Management and Commerce. In 2016, Politeknik Negeri Bengkalis again added several study programs, including D4 Software Engineering, International Business Administration, and Public Financial Accounting. Furthermore, in 2020, the polytechnic added new study programs, namely D4 Information Systems, and D4 English for Business and Professional Communication.

State Polytechnic of Bengkalis focuses on education that produces graduates who are ready to work, competent, and competitive in the industrial and business world. Bengkalis Polytechnic, also offers various study programs that are in accordance with the needs of the labor market through competency-based education programs. One of them is the D4 English for Business and Professional Communication Study Program. This program not only equips students with English language skills, but also teaches various competencies needed in the modern business world, such as negotiation, presentation, business correspondence, and cross-cultural communication. In addition, the program also focuses on mastering management skills, data analysis, and business report writing. One way to meet these needs is through the internship program.

An internship program is experiential learning conducted by students in companies, institutions, or organizations over a period of time. The purpose of the internship program is to provide students with a hands on understanding of industrial or professional work processes as well as practical skills and intuition, where students can plunge directly into the world of work to gain real experience. Internships bridge the gap between theory learned in college and practice in the field, and provide an opportunity for students to understand the dynamics and challenges in a professional environment. Internships are an important part of education, especially in preparing students to enter the world of work. Through internships, students can apply the knowledge gained during lectures to real situations in the work environment. In addition, internships also provide opportunities for students to understand business processes, gain experience, and build professional networks.

In undergoing an internship program, choosing the right internship location is one of the important steps to gain relevant experience and support the development of professional skills. The author chose PT Bank Riau Kepri Syariah (Perseroda) Bengkalis Batupanjang Rupert

as an internship site for several strong and fundamental reasons. First, PT Bank Riau Kepri Syariah is an Islamic financial institution that has a good reputation in Riau Province and Riau Islands. As a regional bank that applies sharia principles, Bank Riau Kepri Syariah not only carries out financial functions, but also applies ethical values in every service provided. Secondly, being at Bank Riau Kepri Syariah allowed them to improve their ability to communicate in a business and professional manner, especially in terms of financial services. This practice starts from August 1st to December 28th, 2024. The author is a student of D4 English for Business and Professional Communication Study Program at State Polytechnic of Bengkalis, who has academic experience in correspondence, customer service, and business communication. The author was able to apply these skills at Bank Riau Kepri Syariah by communicating directly with customers and related parties and learning how to communicate business in a professional banking environment. This provides an excellent opportunity to improve your ability to draft business documents, handle inquiries or complaints, and convey information.

These skills are indispensable in facing the dynamics and complexity of the modern business world, especially in the Islamic banking industry, which involves transactions and cooperation with various international partners. In the context of the Islamic banking industry, business communication skills in English are becoming increasingly important given the number of transactions and business cooperation that are global in nature. PT Bank Riau Kepri Syariah, as one of the regional banks committed to implementing sharia principles in its operations, has the potential to continue to grow in the international financial market. Therefore, communication skills in English can be an important asset in improving competitiveness and building business relationships with international partners, both in terms of customers and investors.

During the internship program at PT Bank Riau Kepri Syariah Batupanjang Rupat Branch, Bengkalis, the author as a student of the D4 English for Business and Professional Communication Study Program, State Polytechnic of Bengkalis, had the opportunity to apply the language and communication skills that had been learned during the lecture period. The author can be directly involved in activities that require good communication skills, such as providing services to customers, compiling documents related to bank operations, and understanding how business communication is implemented in a professional banking environment.

In addition, this internship also gave the author direct experience in interacting with

various parties in the bank environment, both with employees, customers, and business partners. The ability to communicate effectively is very important in ensuring the smooth running of daily banking operations, especially in terms of customer service. Thus, this internship experience not only enriches the author's understanding of Islamic banking operations, but also provides an opportunity to apply professional communication skills that have been obtained during lectures, so that it is expected to be a valuable provision for the author in facing the real world of work.

1.2 Purpose of the Apprenticeship

The purpose of the Job Training program conducted at PT. Bank Riau Kepri Syariah (Perseroda) Bengkalis Batupanjang Rupert are :

1. Developing Business Communication Skills
2. Improving Competence in Customer Service and Information Delivery
3. Applying Cross-Cultural Communication Skills
4. Understand Business Correspondence and Documentation Process in Banking

1.3 Significances of the Apprenticeship

1. For Student

Internships provide students with relevant hands on work experience, strengthen technical and communication skills, and build professional networks. They can also apply theory in real situations and develop a good work ethic such as discipline and responsibility.

2. For Companies

Internships are beneficial for companies as an additional workforce, a source of new ideas, a fulfillment of social responsibility, and a means of building partnerships with educational institutions for long-term collaboration.

3. For State Polytechnic of Bengkalis

It benefits State Polytechnic of Bengkalis by strengthening the relevance of the curriculum to industry needs, building closer links with the world of work for research collaboration, and enhancing its reputation as an institution that produces competent graduates.