

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

An apprenticeship program is an essential component of higher education because it enables students to integrate theoretical knowledge from their academic studies with practical workplace experience. Through apprenticeship activities, students are exposed to business operations, organizational culture, professional ethics, and industry practices that contribute to the development of their technical and interpersonal competencies. This practical learning experience prepares students to become competent graduates ready to meet professional demands.

As a student of the International Business Administration Study Program at Politeknik Negeri Bengkalis, participating in an apprenticeship program is a compulsory academic requirement before graduation. The program is designed to improve students' understanding of business administration, organizational management, communication skills, teamwork, and problem-solving abilities through direct involvement in company activities.

The apprenticeship was conducted at PT Pertamina Patra Niaga RU II Production Sungai Pakning, a strategic operational unit of PT Pertamina Patra Niaga. The company is committed not only to supporting national energy distribution but also to creating sustainable social and economic value through various Corporate Social Responsibility (CSR) programs. These programs are implemented to improve community welfare, develop local human resources, promote environmental sustainability, and strengthen relationships with stakeholders.

During the apprenticeship period, the apprentice was assigned to the Corporate Social Responsibility (CSR) Division, which is responsible for planning, implementing, monitoring, and evaluating community development programs. The division ensures that CSR initiatives align with the company's sustainability objectives while addressing the needs of surrounding communities.

In recent years, Corporate Social Responsibility (CSR) has become an integral part of sustainable business practices. Companies are expected not only to achieve economic objectives but also to contribute to social welfare, environmental preservation, and community empowerment. Consequently, the CSR Division plays a strategic role in designing, implementing, monitoring, and evaluating programs that create positive impacts for surrounding communities. This condition makes the CSR Division an appropriate learning environment for students to gain practical experience in project management, stakeholder engagement, administration, communication, and program evaluation.

Throughout the apprenticeship, the apprentice was actively involved in implementing the Bengkalis Mahir Program, a competency development initiative organised in collaboration between PT Pertamina Patra Niaga RU II Production Sungai Pakning and Politeknik Negeri Bengkalis. The program aims to enhance workforce competencies through training and professional certification, thereby improving participants' employability and competitiveness in the labour market.

Through direct involvement in CSR activities, the apprentice had the opportunity to bridge theoretical knowledge obtained in the International Business Administration Study Program with practical experience in planning, implementing, monitoring, and evaluating community empowerment programs. This experience is expected to enhance both professional competence and readiness to enter the workforce.

The responsibilities assigned during the apprenticeship included preparing program proposals, designing schedules and timelines, developing promotional materials, assisting with participant recruitment, organising documents, creating monitoring and evaluation instruments in Google Forms, processing questionnaire data in Microsoft Excel, documenting implementation, and assisting with report preparation. These activities provided opportunities to apply knowledge in business administration, project management, communication, and data analysis in a professional environment.

The apprenticeship also enabled the apprentice to develop essential workplace competencies, including responsibility, adaptability, teamwork, leadership,

analytical thinking, and effective communication. It also strengthened understanding of how Corporate Social Responsibility programs are planned, implemented, monitored, and evaluated to create sustainable social impacts.

Therefore, the apprenticeship at PT Pertamina Patra Niaga RU II Production Sungai Pakning served as a valuable learning experience that bridged academic knowledge and professional practice while preparing the apprentice for future career challenges in business administration and corporate social responsibility.

1.2 Purposes of the Apprenticeship

For the apprenticeship program for students at the Bengkalis State Polytechnic, the International Business Administration program has the following objectives:

1. To describe the job descriptions performed during the apprenticeship at PT Pertamina Patra Niaga RU II Production Sungai Pakning.
2. To learn about the operational systems and work procedures of the Corporate Social Responsibility (CSR) department at PT Pertamina Patra Niaga RU II Production Sungai Pakning.
3. To find out the Place and time for apprenticeship at PT Pertamina Patra Niaga RU II Production Sungai Pakning.
4. To learn about the types and descriptions of activities of the Corporate Social Responsibility (CSR) department at PT Pertamina Patra Niaga RU II Production Sungai Pakning.
5. To identify obstacles and solutions during apprenticeship activities at the Corporate Social Responsibility (CSR) department of PT Pertamina Patra Niaga RU II Production Sungai Pakning.

1.3 Significance of the Apprenticeship

The apprenticeship program provides valuable benefits for students, educational institutions, and companies. The implementation of the apprenticeship program offers significant advantages for all parties involved, including:

1. Significance for Students

- a. Provide an opportunity to apply theories learned during coursework to the professional workplace.
- b. Gain practical work experience and broaden understanding of the professional work environment.
- c. Master technical skills (hard skills) and non-technical skills (soft skills)—such as communication, teamwork, leadership, discipline, responsibility, and problem-solving.
- d. Enhance adaptability to work cultures, corporate operational systems, and industry developments.
- e. Serve as preparation for entering the workforce and improve competitiveness after graduation.

2. Significance for State Polytechnic of Bengkalis

- a. Strengthen the partnership between Bengkalis State Polytechnic and PT Pertamina Patra Niaga RU II Sungai Pakning to support the implementation of vocational education.
- b. Enhance the quality of graduates to ensure they possess the knowledge, skills, and work experience relevant to industry needs.

3. Significance for PT Pertamina Patra Niaga RU II Production Sungai Pakning

- a. Support the implementation of CSR programs through student participation in administrative and operational activities.
- b. Strengthen collaboration between industry and higher education institutions.
- c. Provide opportunities for companies to contribute to vocational education and human resource development.

Therefore, this apprenticeship report presents the activities carried out during the apprenticeship at the Corporate Social Responsibility (CSR) Division of PT Pertamina Patra Niaga RU II Production Sungai Pakning, including the job descriptions, working systems, procedures, types of activities, obstacles encountered, and solutions implemented throughout the apprenticeship period.