

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

Industrial sector is vital to national economic progress because it helps alleviate labor issues, particularly unemployment. During economic development, this sector is prioritized as a primary driver to stimulate and elevate the growth of other areas, such as agriculture and services. By guiding industrial expansion to become a highly competitive force both locally and internationally, it establishes the robust and continuous economic growth necessary for long-term development.

Within the industrial landscape, multiple interconnected departments exist, including Public Affairs or Public Relations (PR). PR serves as a vital management tool designed to establish and preserve clear two-way communication, fostering mutual goodwill, collaboration, and understanding between the organization and the general public. Additionally, it acts as a crucial bridge connecting PT Indah Kiat Pulp & Paper with both the broader industry and academic institutions.

The primary goal of partnering industry with educational organizations is to synchronize vocational curricula with actual workplace demands. This collaboration bolsters the advancement of vocational training while simultaneously assisting students in maximizing their capabilities, ensuring they are highly skilled and fully prepared to join the workforce.

Furthermore, this synergy offers valuable perspectives on current industrial requirements, guaranteeing that training initiatives remain high-quality and applicable. In an era of intense global rivalry, cultivating a skilled and capable workforce is essential. For students, hands-on experience in a professional setting is an initial stepping stone toward making meaningful contributions post-graduation. This practical application of academic knowledge is often realized through Field Work Practice (PKL), which allows students to actively apply their learning and gain authentic insights into industrial operations.

At the Bengkalis State Polytechnic, Field Work Practice (PKL) is a mandatory course within the International Business Administration Department's curriculum and a prerequisite for earning an applied bachelor's degree. This program is designed to give students practical, real-world experience while easing their transition into professional environments. Ultimately, the initiative aims to refine students' skills, boost their overall competence, and build their character to become top-tier professionals in the future.

1.2 Purpose of the Apprenticeship

From the implementation of apprenticeship, several objectives were obtained in this regard. As for the purpose, it is:

1. To find out the job description of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
2. To find out the systems and procedures of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
3. To find out a place of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
4. To find out the kind and description of the activity of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
5. To find out what obstacles and solutions occur during practical work

1.3 Significances of the Apprenticeship

Based on the implementation of fieldwork practices, several benefits are obtained for the parties involved in this regard. The benefits are:

1.3.1 Significance for the Student

There are several benefits from the implementation of the job training programs obtained by the writer, namely as follows:

1. Train discipline, creativity, work motivation, behavior, emotions and ethics.
2. Teach students how to be responsible for a given task.

3. Increase students' knowledge and skills about the world of work so that they gain real work experience in companies/agencies and work together with other people with different backgrounds and scientific disciplines.
4. Seeing directly the use and role of industrial and communication technology at PT. Indah Kiat Pulp and Paper Tbk. Perawang.
5. Gain direct and real practical field experience in the world of work.

1.3.2 Significance for the Academic

There are several benefits from implementing the job training obtained the academic, which are as follows:

1. Establishing good Affair and cooperation between the Bengkalis State Polytechnic Business Administration Department and PT. Indah Kiat Pulp and Paper Tbk. Perawang, both in the business world and the industrial world as well as implementing field work practices in the future.
2. Bengkalis State Polytechnic Business Administration Department received information regarding the criteria for workers needed by companies where field work practices are carried out so that they can obtain good standardization of prospective workers and be able to produce competent graduates.
3. Developing students' abilities to apply knowledge, which can then be used as evaluation material in the academic field to develop and improve the quality of education.
4. The department will be able to improve the quality of its graduates through internship work experience and the department will be known in the world of work or institutions.

1.3.3 Significance for the Company

The benefits of implementing job training programs are also obtained by companies/institutions that accept job training students, such as:

1. Help lighten employee tasks and exchange knowledge with students.

2. Establishing good Affair between the company and the University. which can be mutually beneficial.
3. Support higher education in carrying out planned educational programs.
4. Assist the Public Affair Unit in completing daily tasks during the internship.