

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

In the current era of globalization, economic growth and development are progressing rapidly and are marked by increasingly intense competition across various industrial sectors. These developments have had a significant impact on the labor market, particularly for job seekers who are now required to possess higher levels of competence, skills, and qualifications. The world of work no longer demands solely academic ability, but also individuals who are adaptive, innovative, and capable of keeping up with technological advancements and the dynamics of the global market.

This condition encourages Indonesia to prepare high-quality and competitive human resources (HR) in order to compete at both national and international levels. The main objective of human resource development is to enhance work efficiency and effectiveness in achieving organizational goals. Competent human resources are able to work productively, demonstrate strong analytical skills, and make meaningful contributions to the progress of institutions or companies. Therefore, the quality of human resources is one of the key determinants of a nation's success, which largely depends on the quality of education as a primary asset of development. The education sector plays a crucial role in shaping character, enhancing knowledge, and developing the skills of the younger generation as the foundation for Indonesia's future (Erlangga.,2025).

In line with this, internship programs constitute an essential component of higher education, serving as a bridge between the academic environment and the professional world. Internship programs are designed to provide students with direct experience, enabling them to gain a deeper understanding of professional workplace dynamics. Through these programs, students are not only required to apply the knowledge they have acquired during their studies, but also to adapt to organizational culture, work systems, and real performance expectations.

In addition to serving as a means of applying theoretical knowledge, internships also play a significant role in developing various non-technical skills (soft skills) that are highly valued in the workplace, such as responsibility, independence, communication, teamwork, time management, and problem-solving abilities (Wahjuningsih et al., 2025). Thus, internship programs not only provide academic benefits but also foster students' mental and professional readiness before entering the workforce, thereby enhancing graduates' competitiveness amid increasingly intense global competition.

The internship was carried out at PLN Icon Plus Unit Pekanbaru, a company engaged in Information and Communication Technology (ICT). As a subsidiary of PT PLN (Persero), PLN Icon Plus focuses on providing telecommunications network services, internet, and digital solutions that support the needs of corporations and the community. During this internship, I was placed in the Administration and Marketing department. In the administration department, I was involved in document management, data entry, and assisting with recording and filing processes related to operational activities. Meanwhile, in the marketing department, I supported marketing activities such as compiling customer data, preparing sales reports, and assisting with communication and service offerings to potential customers. Through this experience, I gained a more comprehensive understanding of the company's work system in the ICT field while developing professional administrative and marketing skills.

In addition to fulfilling graduation requirements, internships aim to produce skilled, work-ready graduates with strong ethics who are able to face professional challenges. This is achieved by placing students in workplaces that are relevant to their field of study. Specifically, for students of the International Business Administration Study Program, the internship aims to enable students to get to know the business world and the world of work firsthand, as well as to broaden their knowledge so that they are more skilled, responsive, and able to compete effectively in the future. After completing the internship, students are required to compile an Internship Report as a form of accountability for the results of the internship and as one of the requirements to continue to the next semester.

The internship at PLN ICONPlus, which will be held from February 9 to June 13, 2026, aims to apply academic knowledge in a real work environment, gain experience in the field of administration, and fulfill one of the graduation requirements for the D4 International Business Administration Study Program.

1.2 Purpose of the Apprenticeship

1.2.1 Purpose of the Apprenticeship

The objective of the internship program at PLN ICON Plus in the field of Information and Communication Technology (ICT), specifically in internet services, fiber-optic networks, and digital solutions and telecommunications infrastructure, is to gain firsthand insight into the marketing activities conducted by the company. This internship aims to understand the role of the marketing division in offering services to customers, ranging from promotional processes and communication with prospective customers to the handling of marketing administration. Additionally, another objective is to understand the systems and work procedures applied in marketing activities, including customer data management and proposal documentation. Through this program, participants are also expected to identify challenges encountered in the marketing process and learn about the strategies and solutions implemented by the company to attract and retain customers.

1.2.2 Benefits of the Internship

This internship program offers the benefit of broadening one's perspective and knowledge of the marketing world, particularly in the field of Information and Communication Technology (ICT). Additionally, the internship provides hands-on experience in marketing activities, such as promoting products, interacting with customers, and understanding the service offering process. Other benefits include improving the ability to understand effective marketing strategies, including how to attract customers and maintain good relationships with them. This program also hones the ability to tackle challenges in the field of marketing and develops professional communication, negotiation, and problem-solving skills.

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 PLN ICONPlus
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 them 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.