

CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

In a research Veriyanto Salsabilla Saifana and Muhammad Yasin (2023), The industrial sector is a strategic sector in national economic development because it is able to help overcome labor problems, especially unemployment. In the development process, the industrial sector is made a development priority which is expected to have a role as a leading sector or leader sector for the development of other sectors. Leading sector means that with industrial development, it will spur and lift the development of other sectors such as the agricultural sector and the service sector. Industrial development is directed to be one of the qualified roles in the economy, so that it is able to compete domestically and abroad. High and sustainable economic growth is the main condition for the continuity of economic development.

In the industrial world, there are various fields of work that support each other, one of which is the field of public Affair. Public Affair (PR) is part of a managerial function that plays a role in building and maintaining effective two-way communication, creating mutual understanding, support, and cooperation between the company or organization and the wider community. PR also plays an important role as a liaison between PT Indah Kiat Pulp & Paper and the industrial sector and educational institutions.

The purpose of the Affair between industry and educational institutions is to align the vocational education curriculum with the needs of the industrial world. This partnership not only supports the development of vocational programs, but also helps students in developing and optimizing their potential so that they have competence in their fields and are ready to enter the world of work.

In addition, this collaboration provides insight into the demands of today's industry and ensures the relevance and quality of training programs. Given the increasingly fierce global competition, the existence of qualified, skilled and competent human resources is very important. As a student, direct involvement in

the world of work is the first step to contribute after completing education. One form of implementation of the learning process is through Field Work Practice (PKL), which is a means of simulating the application of knowledge directly in the world of work, and providing a real picture of work patterns in the industry.

Field Work Practice (PKL) is one of the courses listed in the curriculum of the International Business Administration Department of the Bengkalis State Polytechnic, and is one of the requirements for obtaining an applied bachelor's degree. The implementation of PKL aims to provide real experience to students and facilitate the process of adjusting to the work environment. Through this activity, it is hoped that students can hone skills, improve competencies, and shape character as professional and quality human resources 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. Find out the job description of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
2. Find out the systems and procedures of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
3. Find out a place of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
4. Find out the kind and description of the activity of the apprenticeship program at PT. Indah Kiat Pulp & Paper.
5. 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.