

CHAPTER 1

INTRODUCTION

1.1. Background of the Apprenticeship

Bengkalis State Polytechnic is a state university that has produced many experts with Diploma II, Diploma III, and Diploma IV degrees. Bengkalis State Polytechnic currently has 8 departments with 21 study programs, including: Naval Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Business Administration, Informatics Engineering, Languages, and Maritime Affairs.

Bengkalis State Polytechnic is responsible for producing superior, character-driven, and competent human resources, particularly in achieving quality outcomes for its students. To achieve this goal, the knowledge imparted must be absorbed and applied in accordance with the aspects required in the future industrial world. In response to this demand, the university has implemented a breakthrough by implementing a work practice/internship program.

According to Dian Ayu Lestari and friends (2023) "Management of the Implementation of Independent Learning, Independent Campus, internship or Work Practice (KP) is part of the Independent Learning Independent Campus (MBKM) program. This program provides hands-on learning experiences in the workplace (experiential learning), with the aim of improving students' soft skills, hard skills, and expanding their professional connections.

According to Nugroho (2021), internships play a crucial role in improving students' competencies and enabling them to compete in the dynamic industrial world. Through these internship programs, students can develop themselves according to their individual talents and interests. To produce competent graduates ready to compete in the workforce, the Department of Business Administration, an internationally recognized Business Administration study program, consistently strives to combine theory with practical experience. One strategic step taken is the Internship Program (KP).

PT Bengkalis Kuda Laut is a company specializing in heavy equipment and light vehicle rentals, established in Pekanbaru, Riau, in 2003. The company provides heavy equipment and operational vehicle rentals, both with and without drivers, for both national and multinational companies. PT Bengkalis Kuda Laut is also known as a local partner, having supported the operations of PT Chevron Pacific Indonesia and continues to grow, with hundreds of units spread across Sumatra.

In running its business, PT Bengkalis Kuda Laut applies the 3S principle: Safety, Satisfaction, and Services. The company has also begun integrating fleet monitoring systems using GPS, digitizing rental contracts, and a preventive maintenance system to maintain unit performance. This experience is invaluable in helping me understand the important role of Customer Service in supporting the achievement of company targets, both in terms of sales and the company's image in the eyes of customers.

PT Dipo Internasional Pahala Otomotif Pekanbaru is an authorized Mitsubishi Motors dealership, providing vehicle sales, after-sales service, and genuine Mitsubishi spare parts. As a service and sales company, customer satisfaction is a top priority in all of its operations.

Therefore, Customer Service (CS) plays a crucial role in bridging the relationship between the company and its customers. Through professional and responsive CS services, it is hoped that every customer need, question, and complaint can be handled effectively, thereby increasing customer loyalty to Mitsubishi products and services.

PT. Umada is a plantation company that controls a palm oil plantation located in Merbau District, North Labuhan Batu Regency, North Sumatra. Historically, this plantation area was originally a rubber plantation area which was later converted into a palm oil plantation area. The area of this plantation covers 1,661 Ha, with legal ownership of the HGU Cultivation Use Rights Certificate issued on April 15, 1988 with a validity period of December 31, 2005 to December 31, 2013. In 1987, a palm oil processing factory was built, and officially began operating in 1988.

The location of this factory and plantation activity is located in one study area in Pernantian-A village located ± 6 km from the District Capital and 17 km from the Capital of Rantau Prapat Regency, or ± 268 km from Medan, the Provincial Capital. Meanwhile, the Meranti Omas Plantation area is located ± 28 km from the nearest Capital and 50 km from the Capital of Rantau Prapat Regency, or ± 281 km from Medan, the Provincial Capital. The geographical position of the area is located at $2^{\circ} 15' N$ and $99^{\circ} 48' E$. The straight distance from the East Coast is ± 58 km.

Plantation processing is carried out within the plantation itself by establishing a factory, namely the PKS Palm Oil Mill of PT. Umada Kebun Pernantian-A, Merbau District, Labuhan Batu Regency, North Sumatra. The location of PT. Umada's plantation is at an altitude of 20-30 m above sea level, with an average surface elevation of 25 m above sea level.

PT. Umada Plantation has several other plantation branches, namely:

- PT. Binanga Karya is located in Labuhan Batu Regency
- PT. Tindoan Bujing is located in South Tapanuli Regency

PT. Sidojadi is located in North Sumatra Province. The Pernantian-A plantation is located near the villages of Pernantian-A and Aek Tapa.

Thus, by carrying out my internship at PT Umada Perkebunan Pernantian, I gained real experience and broad industrial insight, as provisions to face challenges in the world of work after completing my education.

1.2. Purposes of the Apprenticeship

1.2.1. PT Bengkalis Sea Horse

The implementation of the Internship (KP) at PT Bengkalis Kuda Laut Pekanbaru has several objectives, including:

1. Understanding Organizational Structure and Workflow

Students are expected to understand the company's organizational structure as well as the function and role of the BDA Section in supporting the

company's overall operations, particularly regarding heavy equipment rental management activities and developing business relationships with clients.

2. **Applying Business Administration Knowledge**
Applying basic knowledge and administrative skills, such as: Creating and archiving rental contract documents, Preparing invoices and billing reports, Recapitulating daily equipment and vehicle usage, Coordinating with operational teams and clients regarding rental schedules.
3. **Studying Data and Information Management Systems**
Students are involved in the use of software or digital systems used in the BDA Section, such as rental information system, GPS monitoring application, and Microsoft Office/Google Workspace based administration tools.
4. **Improving Professional Soft Skills**
Training interpersonal skills such as communication, accuracy, discipline, and the ability to work in a team. This is in line with the opinion Maryani & Jatmoko (2024) that industrial internships have a significant influence on the development of students' soft skills.
5. **Providing Contributions and Solutions**
Through practical activities and observations, students are expected to be able to identify administrative problems and offer solutions or recommendations for improving work processes in the BDA section.
6. **Compiling an Internship Report**
Be the basis for compiling KP reports as a form of accountability academic answers and as documentation of student learning while in the industrial world.

1.2.2. PT Dipo Pahala Automotive Pekanbaru

The implementation of the Internship (KP) at PT Dipo Internasional Pahala Otomotif Pekanbaru has several objectives, including:

1. **Understand and learn the customer service process**
In the Mitsubishi authorized dealers, starting from the customer reception stage, providing product and service information, to

handling complaints and after-sales service follow-up.

2. Increase insight and practical experience
Implementation of service excellence standards carried out by Customer Service to support company operations.
3. Identifying obstacles or problems
Problems that Customer Service often faces in providing services to customers, and learning how to handle them in customer service.
4. Observing and studying the role of Customer Service
Din an effort to increase customer satisfaction and loyalty, which in the end can have a positive impact on the company's image and the achievement of sales targets.
5. Analyzing Customer Service work procedures
Dnature handles complaints, requests for information, and customer complaints so that they can be implemented properly according to company operational standards.

1.2.3. PT Umada Pernantian Plantation

The implementation of the Internship (KP) at PT Umada Perkebunan Pernantian has several objectives, including:

1. Understanding Organizational Structure and Workflow
Students are expected to understand the company's organizational structure as well as the functions and roles of the field section, which has an important role in observing the situation and conditions in the field.
2. Applying Business Administration Knowledge
Applying basic knowledge and administrative skills, such as: Creating and archiving cooperation contract documents, Preparing invoices and billing reports, paying employee wages.
3. Studying Data and Information Management Systems
Students are involved in the use of software or digital systems which are currently in the era of globalization, in order to carry out activities in the field.
4. Improving Professional Soft Skills

It trains interpersonal skills such as communication, accuracy, discipline, and the ability to work in a team. This aligns with Maryani & Jatmoko's (2024) opinion that industrial internships significantly influence the development of students' soft skills.

5. Providing Contributions and Solutions

Through practical activities and observations, students are expected to be able to identify administrative problems and offer solutions or recommendations for improving work processes in the field.

6. Compiling an Internship Report

To be the basis for compiling KP reports as a form of academic accountability and as documentation of student learning while in the industrial world.

1.3. Significance of the Apprenticeship

1.3.1. PT Bengkalis Kuda Laut

The following is the writing of the meaning of Internship (Practical Work) in BDA (Business Development and Administration) as follows:

1. Practical Application of Business Administration
2. Understanding Organizational Structure and Operational Procedures
3. Improve communication skills, teamwork, discipline, and responsibility in completing assigned tasks.
4. To be used as reference material in preparing internship reports and final assignments during the study period.
5. Increasing students' insight and mental readiness to face the challenges of the world of work after graduation.

1.3.2. PT Dipo Pahala Automotive Pekanbaru

The following is the writing of the meaning of Internship (Practical Work) at PT Dipo Pahala Otomotif Pekanbaru as follows:

1. Increased Understanding of the World of Work
2. Communication Skills Development
3. Understanding Customer Service Procedures

4. Improving Professional Attitude and Work Ethics
5. Application of Theoretical Knowledge to Practice
6. Experience Dealing with Various Customer Characters
7. Contribution to the Company
8. Preparing to Face the World of Work

1.3.3. PT Umada Pernantian Plantation

The following is the writing of the meaning of internship (practical work) in the field of division A as follows:

1. Practical Application of Business Administration
2. Understanding Organizational Structure and Operational Procedures
3. Improve communication skills, teamwork, discipline, and responsibility in completing assigned tasks.
4. To be used as reference material in preparing internship reports and final assignments during the study period.
5. Increasing students' insight and mental readiness to face the challenges of the world of work after graduation.