CHAPTER I
INTRODUCTION

1.1.   Background of the Apprenticeship

Internship (KP) is an activity that includes a series of things such as scientific theories/concepts that are applied in work according to the profession of the field of study taken. Internship can also increase discourse, knowledge and skills/abilities of students, and be able to solve scientific problems according to the theories they get in college. (Bengkalis State Polytechnic Internship Guidebook, 2017).

Internship is a program intended for students to learn and gain experience in the world of work. This internship is also one of the requirements that must be met by students, especially Bengkalis State Polytechnic students. In addition to several things explained previously, this internship aims for students to be able to learn about the profession and scope of work that is in accordance with the study program being taken.

In relation to the above, the author carried out internship at a company located in Pekanbaru City, namely PT. Garuda Cyber Indonesia. The internship period carried out at the company lasted for 4 months. This is based on the provisions of the English for Business and Professional Communication study program, where the implementation of internship is carried out for a minimum of 16 weeks. The author has a jobdesk as a video editor in the creative team. PT. Garuda Cyber Indonesia is an IT company, which is engaged in the field of software procurement services on a small or large scale.

1.2 Purpose of Apprenticeship

1. To develop video editing skills
2. To Increase creativity and innovation
3. To understand the content production process

4. To understand digital marketing strategies through video
5. To learn to adapt to a professional environtment

1.3 Significance of the Apprenticeship

1.3.1 Significance for Apprentice

This program provides an opportunity for interns to gain real work experience in the dynamic and rapidly growing information technology industry. In a professional working environment, participants also learn about work ethic, team collaboration, and how to face challenges and solve problems effectively. Through guidance from experienced professionals, participants can understand industry work standards and gain valuable insights for future career preparation.

1.3.2 Significance for State Polytechnic of Bengkalis

This program strengthens the relationship between Bengkalis State Polytechnic and the industrial world, opens up job opportunities for alumni, and builds the institution's reputation as a provider of quality human resources who are ready to compete in the digital era. This is in line with the institution's efforts to create graduates who are superior, adaptive, and relevant to the needs of the national and global job market.

1.3.3 Significance for the company

Companies gain direct access to young talents who are creative, innovative, and with the latest technology and trends in the digital industry. This supports the development of fresh ideas that can enrich the company's work processes, especially in the field of creative content production such as video editing. This collaboration also strengthens Garuda Cyber Indonesia's image as a company that cares about

education, youth development, and   supports government initiatives in the Merdeka Belajar program.