

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

Current developments in the industrial world require companies not only to achieve economic profits but also to contribute to society and the surrounding environment. This concept is realized through Corporate Social Responsibility (CSR) programs, which represent a company's commitment to fulfilling its social and environmental responsibilities in order to foster sustainable development. CSR programs serve as a key instrument in improving community well being through various economic, social, and environmental empowerment activities.

PT Pertamina Patra Niaga, as a State Owned Enterprise (SOE), is strongly committed to implementing CSR programs as part of the company's responsibility to society. Various community empowerment programs are implemented to support capacity building and the self-reliance of business groups located in the company's target areas. Through these programs, communities not only receive assistance in the form of facilities and infrastructure but also gain guidance in business management and development to ensure sustainable growth.

One of the groups receiving support from PT Pertamina Patra Niaga is the Masyarakat Peduli Api (MPA), which operates a snakehead fish hatchery. The snakehead fish hatchery business has significant economic potential due to high market demand for snakehead fish as a freshwater fishery commodity. In addition to having a good market value, snakehead fish are also known for their high nutritional content, making them highly sought after by the public. This potential makes the snakehead fish hatchery business a viable alternative for increasing community income and well-being.

As part of its community empowerment program, PT Pertamina's Corporate Social Responsibility (CSR) initiative seeks to support beneficiary groups by developing business analyses that can serve as a basis for business decision-making. Therefore, during the apprenticeship, the author was involved in collecting and processing data on the snakehead fish hatchery business, including identifying

operational costs, calculating revenue, analyzing profits, and developing a Business Model Canvas (BMC). The BMC is used as a tool to comprehensively illustrate a business group's model through nine interrelated key elements. The results of this analysis provide a clearer understanding of the business's current condition, identify its strengths and opportunities for improvement, and support the development of strategies to enhance business sustainability and competitiveness.

As part of this apprenticeship, the author completed an apprenticeship at PT Pertamina Patra Niaga Refinery Unit II Production Sei Pakning in the Corporate Social Responsibility (CSR) department from February 2, 2026, to June 30, 2026. PT Pertamina Patra Niaga focused on preparing financial analyses and Business Model Canvases for the cork fish hatchery business of the assisted community group as an effort to support the development of sustainable and self-reliant community-based businesses.

1.2 Purposes of the Apprenticeship

The objectives of the apprenticeship at PT Pertamina Patra Niaga Refinery Unit II Production Sei Pakning are as follows:

1. To find out about the job descriptions of the author during apprenticeship at PT Pertamina Patra Niaga RU II Production Sungai Pakning.
2. To learn about the operational systems and procedures of the corporate social responsibility department at PT Pertamina Patra Niaga RU II Production Sungai Pakning.
3. To find out the place and time for PT Pertamina Patra Niaga RU II Production Sungai Pakning.
4. To learn about the kinds and descriptions of activities at the corporate social responsibility department PT Pertamina Patra Niaga RU II Production Sungai Pakning.
5. To identify obstacle and solutions of the job implementation during the apprenticeship activities at the corporate social responsibility PT Pertamina Patra Niaga RU II Production Sungai Pakning.

1.3 Significances of the Apprenticeship

The apprenticeship at PT Pertamina Patra Niaga Refinery Unit II Production Sei Pakning is expected to benefit students, the company, and the university. The benefits of this apprenticeship are as follows:

1. Significances for the Writer

The Significances of the apprenticeship for students are as follows:

- a. To broaden their knowledge and experience regarding the professional world, particularly in the field of Corporate Social Responsibility (CSR).
- b. To enhance their ability to apply the knowledge gained during their studies to real-world work practices.
- c. To develop skills in conducting business analysis, financial calculations, and business planning.

2. Significances for the Bengkalis State Polytechnic

The Significances of apprenticeship for the university are as follows:

- a. Strengthening collaboration between the university and the industrial sector and companies.
- b. Serving as a platform for students to apply their knowledge in a professional work environment.
- c. Providing insight into the competencies required in the workforce in line with current industry trends.

3. Significances for the Company

The Significances of the apprenticeship program for the company are as follows:

- a. Supporting the implementation of CSR programs through the analysis and development of business plans for the beneficiary groups.
- b. Providing information on the financial condition of the snakehead fish hatchery business, which can be used as a basis for evaluating and developing community empowerment programs.