

CHAPTER I INTRODUCTION

1.1 Background of the Apprenticeship

In the apprenticeship program required during the 7th semester at Politeknik Bengkalis, students enrolled in the English for Business and Professional Communication program are expected to gain valuable work experience that is closely connected to their field of study. This internship is a vital part of the curriculum, offering students a chance to apply the theoretical knowledge they have acquired in practical settings and develop professional skills that will be essential for their future careers. By participating in hands-on work, students can refine their communication skills, especially in business-related contexts, and better understand how the knowledge learned in the classroom can be applied in the workplace.

For my internship, I have decided to work at the Bengkalis Regency Office, specifically in the Protocol and Public Communications (Prokopim) Division within the Public Relations Office. This choice was made because the role matches many of the topics I have studied in my program, particularly those focused on professional communication, public relations, and using English in business environments. During my time at this office, I anticipate being involved in tasks related to communication, such as drafting official letters, assisting with media relations, and helping to organize public events. These activities will allow me to apply my English language skills in a professional environment and gain important insights into the communication processes used within a government organization.

Through this internship, my goal is to further enhance my communication skills, especially in writing, speaking, and interacting with others. I also hope to gain a deeper understanding of the practical aspects of public relations and media management, which are important areas in business communication. Additionally, working in the Prokopim Division will expose me to the complexities of communication within a government

setting, allowing me to learn how communication strategies are tailored to meet the needs of both internal and external audiences. This experience will provide me with a well-rounded learning opportunity and help prepare me for my future career in business and professional communication. Beyond improving my technical communication abilities, this internship will also give me the chance to observe how communication strategies are planned, executed, and assessed in a real-world setting. By engaging with the processes that support public relations in a government context, I will gain valuable experience that will be useful in my future career. Overall, this internship represents a significant opportunity for me to apply my academic learning, develop new skills, and prepare for success in the field of business and professional communication.

In today's digital era, social media has become a powerful communication tool to reach a wider audience. Humas Prokopim utilizes various social media platforms to provide real-time updates and direct communication with the public. This is an important part of my internship, as it allows me to understand how the division uses these platforms to share information about government activities and engage with the community. Social media enables Humas Prokopim to communicate with the public instantly, disseminate information about government programs, and gather feedback for improving public services. The internship at the Public Relations and Protocol Division of the Bengkalis Regency Government Office provides an opportunity for me to explore various aspects of government communication, especially in managing public information, media relations, and organizing official events. This experience is also highly relevant to my studies in English for Business and Professional Communication, as many tasks require me to write and prepare communication materials in English, such as press releases, articles, and social media content. It offers me a chance to practice my English language skills in a professional and formal context.

Additionally, this internship allows me to gain a deeper understanding of how local government interacts with the public and the media, as well as the challenges it faces in maintaining a positive government image. In a dynamic and sometimes challenging

environment, it is important for a communications professional to respond quickly, accurately, and objectively in order to communicate important information. With my academic background in communication, especially in English for Business and Professional Communication, I hope this internship provide me with a broad experience in public communication management, while also honing the communication skills necessary for a career in government or other fields related to public relations and communication. This experience will serve as an important step in preparing me for the challenges of the professional world, as well as expanding my knowledge of communication practices in government.

1.2 Purposes of the Apprenticeship

The purposes of the apprenticeship at the Public Relations and Protocol Division (Humas Prokopim) of the Bengkalis Regency Government Office is to gain practical experience in the field of public relations, communication, and protocol management within a governmental context. The internship aims to bridge the gap between theoretical knowledge acquired during my studies in English for Business and Professional Communication and its real-world application in a professional setting. Below are the specific objectives of this internship:

1. Enhancing Professional Communication Skills
2. Learning the Process of Managing Public Relations in Government
3. Gaining Insight into Protocol Management for Official Events
4. Applying English Language Skills in a Professional Context
5. Developing an Understanding of Digital Communication Tools
6. Building Professional Networks

Through this internship, I hope to acquire valuable insights, practical skills, and professional experience that will support my academic and career goals. The experience will be instrumental in shaping my career path and contributing to my personal and professional growth.

1.3 Significances of the Apprenticeship

There are several significances of the apprenticeship program including for the apprentice, State Polytechnic and also the Company. Which is described below.

1. The apprentice might increase the student's insight and knowledge both theoretically and practically.
2. The apprentice might experience before facing to the field work later.
3. The apprentice can obtain the skill, ability, loyalty, and positive attitude.