

CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

Apprenticeship is one of the academic activities that aims to provide direct work experience to students as a form of applying the knowledge that has been obtained during the lecture process. Through street vendors, students can understand the real conditions of the world of work, improve their skills, and develop the professional skills needed in facing competition in the world of work.

The implementation of street vendors is an effective means to bridge the gap between theories obtained in college and practices applied in the work environment. In addition, students also have the opportunity to understand the work culture, organizational systems, and work procedures that apply in the company.

PT Indah Kiat Pulp & Paper Tbk Perawang is one of the largest pulp and paper industry companies in Indonesia that provides opportunities for students to carry out street vendors in various work units, one of which is the Public Affairs Unit. This unit has an important role in supporting the company's relationships with various external parties through various corporate activities involving the community, government agencies, educational institutions, media, and other stakeholders.

In the implementation of these various activities, administration is one of the most important aspects to support the smooth running of the event. Administration functions as a support in the management of letters, invitations, participant data, documentation, certificates, and archiving activity documents. Therefore, the author is interested in raising the title "The Role of Administration in Supporting the Implementation of Events in Public Affairs of PT Indah Kiat Pulp & Paper Tbk Perawang."

1.2 Purpose of the Apprenticeship

The implementation of Apprenticeship in the Public Affairs Unit of PT Indah Kiat Pulp & Paper Tbk Perawang has goals to be achieved and provides benefits for various parties. The goals and benefits are as follows:

1.2.1 Purpose of Apprenticeship

1. To understand and describe the job description carried out in the field of administration in supporting the implementation of events in the Public Affairs Unit of PT Indah Kiat Pulp & Paper Tbk Perawang.
2. To understand and analyze the system and procedure of event administration applied in the Public Affairs Unit of PT Indah Kiat Pulp & Paper Tbk Perawang, which includes the working system and working procedure.
3. To understand the place and time of the Apprenticeship implementation and the event administration activities carried out during the practice at the Public Affairs Unit of PT Indah Kiat Pulp & Paper Tbk Perawang.
4. To understand and describe the kind and description of the activity of administration carried out in supporting the implementation of various events in the Public Affairs Unit of PT Indah Kiat Pulp & Paper Tbk Perawang.
5. To identify the obstacles and solutions faced in the implementation of event administration in the Public Affairs Unit of PT Indah Kiat Pulp & Paper Tbk Perawang

1.2.2 Benefits of Apprenticeship

1. For Students
 1. Adding hands-on work experience.
 2. Improve administrative and communication skills.
 3. Develop teamwork skills.
 4. Apply the knowledge gained during lectures.
2. For the Company

1. Assisting in the implementation of administrative work in the Public Affairs Unit.
2. Supporting the smooth implementation of the company's activities.
3. For the State Polytechnic of Bengkalis
 1. Strengthening cooperation with the industrial world.
 2. It becomes an evaluation material in curriculum development.

1.3 Significance of Apprenticeship

Apprenticeship provides benefits for students in improving competence, work experience, and readiness to enter the world of work. In addition, street vendors are also a means for students to understand the application of administration in supporting company activities in real life. For academics, it is a reference about the application of administration in event management in industrial companies.