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**Peningkatan Efisiensi Keuangan Operasional: Wawasan dan Perbaikan Praktis dari Program Magang di PT
Vidio Dot Com**
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ABSTRACT

This study examines how four finance functions consisting of Accounts Payable, Accounts Receivable, Treasury, and Cost Control, operate at PT Vidio Dot Com, an Indonesian streaming platform with a parent-subsidiary structure. It identifies the operational challenges in each function and proposes improvements. The study uses a qualitative action research design, drawing on participant observation, direct observation, and documentation review gathered during a five-month internship, from 4 August 2025 to 22 December 2025. It applies the COSO Internal Control Framework and Working Capital Management theory, analyzed through the Miles and Huberman model. All four functions are well designed but inconsistently executed: AP stalls on incomplete documents and approval bottlenecks, AR lacks structured follow-up, the Treasury function produces unreliable cash flow projections, and the Cost Control function loses visibility of committed costs. Because the functions depend on each other, weaknesses spread between them and destabilize the Cash Conversion Cycle. Most problems stem from poor coordination rather than failure in any single function. Eight targeted actions were introduced to narrow the gap between control design and control execution. The study concludes that effective financial management depends less on process design and more on disciplined, coordinated execution.

Keywords: working capital management, internal control, cash conversion cycle, operational finance, action research