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# Penggunaan Trello Pada Usaha Cheesecuit Untuk Meningkatkan Branding WeBake

## The Use of Trello in the Cheese Cuite Business to Enhance Branding for WeBake

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### Abstrak

Penggunaan *trello* pada usaha *Cheesecuit brand WeBake* sebagai alat manajemen proyek untuk meningkatkan *branding* bagi produk unggulan *Cheesecuit*. Penelitian ini dilakukan untuk menganalisis bagaimana *Trello* memfasilitasi kerja sama tim dan manajemen tugas dalam strategi *branding digital* menggunakan metodologi observasi dan wawancara. *Trello* digunakan untuk merencanakan berbagai tugas, termasuk riset pasar dan penilaian merek menyeluruh. Tim dapat melacak perkembangan tugas branding seperti pembuatan konten media sosial dan pengumpulan umpan balik pelanggan dengan bantuan visualisasi proyek yang terorganisir. Hasil dari penelitian kami menunjukkan bahwa penggunaan *Trello* dapat memanajemen sebuah proyek sehingga dapat meningkatkan produktivitas kolaboratif dan mendukung pelestarian identitas merek "*WeBake*" di pasar daring, meningkatkan reputasi produk cheesecuit berkualitas tinggi dan harga terjangkau.

**Kata kunci:** *Trello, Branding WeBake, Manajemen Proyek*

### Abstract

The use of *Trello* in the *Cheesecuit* business under the "*WeBake*" brand serves as a project management tool to enhance branding for its flagship product, *Cheesecuit*. This study aims to analyze how *Trello* facilitates team collaboration and task management in digital branding strategies through observational and interview methodologies. *Trello* is employed by the "*WeBake*" team to plan various tasks, including market research and comprehensive brand assessment. With organized project visualization, the team can track the progress of branding tasks, such as social media content creation and customer feedback collection. Our research findings show that *Trello* improves project management, enhancing collaborative productivity and supporting the preservation of the "*WeBake*" brand identity in the online market, thereby strengthening the reputation of its high-quality, affordable *Cheesecuit* product.

**Keywords:** *Trello, Branding WeBake, Project Management*

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