The Effectivity of Trello Task Management Application in Campaign Management Division PT XX

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Abstract

Task management as one of the important aspects of business processes in the current era, through a focus on visibility and utilization of application-based office technology, web, social media, and e-commerce. Through effective task management is the key to success in achieving business goals. So, the use of relevant task management applications such as Trello is needed to organize daily tasks and work. This research uses a descriptive qualitative method with a case study approach. The sampling process was carried out using non-probability and purposive sampling techniques to explore the informants' in-depth understanding of the use of Trello as a project management tool in the organization. The results showed that Trello is effective in organizing work, improving project management processes, and contributing to organizational success. However, there are several recommendations for improvement, including the integration of Trello with communication platforms, increased use of the app's features, and efforts to socialize and evaluate future use of the app. This research highlights the importance of the organization's role in improving the quality of the use of applications and related office systems so that the achievement of organizational goals can be maximized.

Keyword: trello application; task management; project management tools

1. Introduction

Digital marketing has become the primary choice for companies to increase their visibility online, leveraging various applications such as web search pages, social media, and Ecommerce. The shift in consumer preferences towards online purchases has driven companies to vigorously build their digital presence. Flexibility and responsiveness to market changes or customer needs have become important characteristics supported by adaptive management practices (PwC, 2021). In its implementation, digital marketing business has a close relationship with project management concepts and practices. These concepts are also closely related to task management, which involves implementing a structured framework in the execution and management of digital marketing campaigns. This function helps ensure marketing goals are achieved efficiently through appropriate resource allocation and good time scheduling.By applying good task management principles, a team will be able to manage various resources effectively, enhance team collaboration, and respond quickly to changes in the dynamic digital business environment. A good integration between digital marketing

business and task management concepts will form a strong foundation to achieve business goals efficiently and effectively in the current digital era.

This research focuses on the operations team at PT XX, specifically the Campaign Management team whose main task is to execute each campaign project received from various brands. In their daily work, the primary tasks of this team include the stages of initiation, operation, and reporting the results of advertising campaigns that have run on media and inventory under PT XX to help achieve clients' marketing goals. Therefore, the daily tasks or work of the Campaign Management division are classified as project management activities in digital marketing, specifically in online advertising management. From the numerous campaigns received from various brands each month, special attention is needed to streamline each campaign being run. The use of technology and automation of administrative systems, such as in data processing efforts and complex decision-making, are aspects that can influence the effectiveness of advertising campaign management at PT XX. PT XX has identified the need to enhance efficiency and collaboration among their Campaign Management team. To address this challenge, the company decided to utilize the task management application Trello, which can provide a more organized structure and connect teams in managing clients' advertising campaign projects.

Trello is a web-based task management tool that uses Kanban principles to visually organize tasks. Its users can create task lists that can be organized and enable real-time team collaboration to manage various types of brand campaign projects. In relation to this, this study aims to delve into how employees in the business sector use the Trello application to manage digital advertising projects. Thus, this research will provide additional contributions to the practical and theoretical understanding of using the Trello application.

By further exploring the use of Trello in the work environment of the Campaign Management division at PT XX, this research aims to identify the implementation of its use, understand its impact on task management effectiveness, and provide recommendations to enhance the use of features available in the Trello application to improve task management productivity in the Campaign Management division at PT XX.

2. Literature Review
2.1 Task Management

Matthew J. W. Thomas (2018) explains the meaning of task management itself as a series of organizational activities carried out when actors initiate, supervise, prioritize, and complete tasks with the aim of the efficiency of a task or job. Vivek Sivasubramani, referenced in the official website of American Intercontinental University (2018), explains that project coordinators working under the direction of project managers assist with administrative tasks in each project. They are responsible for ensuring all team members and departments have the necessary resources to achieve the deadlines and deliverables of the tasks that have been set.

Through expert perspectives on task management, it can be concluded that task management is an instrument that helps individuals and groups in organizations to manage their activities, including monitoring, collaboration, and information exchange as it has significant implications for the overall efficiency of administrative processes. PT XX's Campaign Management Division has played a crucial role in managing every aspect of the campaign, from planning to performance analysis, with the client's needs and objectives in

mind. A structured and focused approach on optimizing the latest technology is required for PT XX to provide the right solutions and increase the effectiveness of digital marketing campaigns, making them a reliable business unit for brands to achieve success in online marketing efforts.

2.2 Collaborative Work

Collaboration is a form of social interaction in the form of cooperative activities aimed at achieving common goals by helping each other and understanding each other's tasks (Yani & Ruhiman, 2018, p.50). Thus, a common goal can only be achieved if collaborators can carry out interactions that are also supported by empathy, mutual respect, and acceptance of each other's shortcomings and strengths. As also expressed by Hosnan (2014, p. 79) that collaboration must involve interaction with empathy, mutual respect, and acceptance of each other's shortcomings or strengths. Furthermore, Yaffee in the application of the Collaborative System Planning Process (CSPP) (cited in Indri, 2021) also explains that there are important elements in the collaboration process:

1) Initiation and motivation
2) Communication/information media
3) Situation analysis
4) Negotiation and agreement
5) Build capacity for change
6) Partnership and implementation analysis
7) Create and maintain processes
8) Create and promote conflict management mechanisms.

2.3 Work Effectiveness

According to Robbins & Judge (2019), work effectiveness is defined as "the degree to which pre-determined results or objectives are achieved through the use of minimal resources". This definition emphasizes measurable work results achieved within a certain time frame and resources. Furthermore, according to Mcshane & Glinow (2022), work effectiveness is a level of individual or group success in achieving the desired goals by using available resources optimally. From these two theories, it can be concluded that work effectiveness is an effort to achieve predetermined goals by optimally utilizing available resources. It emphasizes the importance of measurable results and efficient efforts in achieving individual or group goals in an organization.

In an effort to optimize work effectiveness, it is important for organizations to pay attention to both internal and external factors that affect employee performance. By understanding both types of factors, organizations will be able to create a supportive work environment, encourage innovation, and improve the overall effectiveness of employee performance.

Researchers use John P. Campbell & Herman Aguinis' effectiveness indicators in his work entitled "Strategic Performance Management." fourth edition, 2019 (cited in Faradiba et al., 2021) performance effectiveness indicators include:

1. Program success, which is the implementation of the work program according to the previously approved objectives.
2. Goal success can be seen from the achievement of goals and objectives in running the program towards the output aspect.
3. Satisfaction with the program, which refers to the success of the program in meeting the needs of consumers or users.
4. Input & Output levels, which have the effect of determining efficiency, with outputs greater than inputs signaling work efficiency.
5. Achievement of Overarching Goals, which can be seen from how far the organization performs its duties to achieve goals, is a general assessment of organizational effectiveness.

Through the performance measurement indicators outlined above, organizations can have an understanding of the achievement of goals and the effectiveness of their employees' work. By paying attention to these aspects, organizations will be able to identify areas for improvement, develop strategies to improve efficiency and quality, and measure the impact of these changes on overall work results.

2.4 Office Technology

In the current office context, technology plays an important role in increasing work efficiency and flexibility. According to Sugiarto and Wahyono (2014), evolving technology allows organizations to carry out various types of work more efficiently. In addition, Rosalin et al. (2022) highlighted that with technology, office activities can be done flexibly, wherever and whenever needed. This allows organizations to handle work according to their vision, mission, and goals without being constrained by time and space limitations. Thus, technology helps to increase the productivity and responsiveness of organizations to the changes and demands of a dynamic work environment.

2.5 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a conceptual framework that details how individuals adopt and use new technologies (Chen et al., 2023). This model was first introduced by Fred Davis in 1989, which draws on the Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein in 1980.
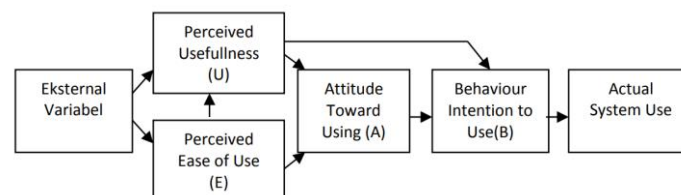
TAM has two main belief components, namely perceived usefulness and perceived ease of use. Apart from the two main components, TAM also consists of other supporting components as explained by Hanggono (2015), there is an Attitude component, which is a person's subjective evaluation of an object, in this context, technology. Attitude includes individual interest in using the technology. Intention to Use, as a level of tendency or desire for someone to use certain technologies. Intention to use is influenced by individual attitudes

towards the technology. Actual Use Behavior, which is the real action of users in using technology. Although it is difficult to observe directly, usage behavior can be predicted well through intention to use. Thus, TAM provides a detailed description of the level of acceptance and use of a technology, which is based on factors such as ease of use, perceived benefits, and risk (Kurniawati et al., 2023).

From these statements and definitions, through the concept of TAM, organizations or interested parties can find out a detailed description of the factors that influence the level of adoption and use of technology, providing important insights for the development, implementation, and effective use of information technology in various fields.

2.6 Trello Task Management App

Trello as one of the applications that can help manage task management activities. As a web-based task management tool, Trello functions as an easy-to-use virtual whiteboard that allows users to create, edit, and organize their thoughts and tasks (Yang & Li, 2016: 263).

Dominic Wolff (2014) describes Trello as a task management tool that helps organize projects and tasks into boards, facilitating effective time management, whether working individually or in groups. Trello provides simple, visual layout features that make it easy for users to manage their projects or activities. The basic elements offer a visual representation of work that helps with advanced decision-making. This is also explained by Faiz, S., & Idris, M. (2022) some of the main features that make Trello one of the popular choices for many organizations include:
1. Boards Feature
2. List feature
3. Cards Feature
4. Members Feature
5. Checklist Feature
6. Automation Features
7. Template Features

Through these features, in addition to being able to support task management, summarized from "Expand the Use of Trello" on the official Trello website (2019), five task management derivative functions can be drawn in using Trello which can provide additional benefits for work productivity and smooth administration, including:
1) Tracking, Trello is commonly used to track tasks, support users in monitoring project processes, daily operations, or manage editorial calendars.

2) Storaging, Trello provides a visually appealing way to store resources and make documents more accessible. The "Board" feature in Trello facilitates storing and organizing items such as employee guides and resources that a team needs.

3) Sharing, Trello supports users with multiple tasks across different departments within a company. The board provides a centralized location to share updates and provide information to colleagues.

4) Discussion, Trello helps organize discussions, whether for one-on-one meetings, team meetings, or retrospectives. Users can list discussion items, set a clear agenda, and manage tasks in real time.

5) Mix and match, Trello supports users in combining different concepts in a single board. The "Board" feature can include a list of stored information, a shared "Board" with other departments, or can be customized to meet other needs.

It can be concluded that Trello is a task management tool designed to assist in organizing and also supporting personal and inter-individual task management activities. Through the functions offered, a team is able to gain significant benefits from a more efficient online organization, administration, and task management process.

3. Material and Method

This qualitative research aims to understand social or human phenomena in a deep and complex manner. The research starts with basic assumptions, discusses the principles of the research, and interprets the data collected. A case study method is employed in a company division where employees actively use the studied application. Data collection methods include observation, semi-structured interviews, and documentation. Informants are selected using purposive sampling to obtain relevant data, focusing on employees in the Campaign Management division who actively use the Trello application for task management in digital advertising campaign operations. Data validity is tested using triangulation, Norman K. Denzin (cited by Hadi S., 2017) which employs various data sources and methods to build a more complete and profound understanding of the phenomenon being studied.

3.1 Design Study

Data collection techniques in this study are divided into:

1. Interview, is a meeting session between two or more people to exchange information and ideas through a question & answer system with respondents related to certain topics (Sugiyono, 2018) so that the results or answers to interviews can be constructed as the meaning of the topic. Based on the structure, there are two types of interviews that are commonly used, such as the statement of BK & Hamna (2022) Structured interviews can be used as a data collection technique when researchers or data collectors already know with certainty about what information will be obtained. Meanwhile, unstructured interviews are free data collection techniques where researchers do not use interview guidelines that have been arranged systematically and completely for data collection. In this study, researchers chose to use a combination of the two types of interviews, or semi-structured interview techniques where the list of questions has been adjusted to the research objectives, but also provides flexibility in the process to explore topics in more depth or adjust questions according to the responses of informants to explore data related to the topic of using Trello in the object of research.

2. Observation as the second technique that researchers used in this study. As explained by Nasution (2018) Observation is a systematic observation activity followed by recording for symptoms that appear on the object of research. In this study, researchers made observations by observing each informant's activities while working using Trello as a task management support application in the Campaign Management division of PT XX. Researchers conducted open observations, which means that researchers have stated to informants as data sources that researchers are conducting research observation activities. This is so that related topic information can be known from the beginning to the end of the researcher's activities (Utomo, 2022).

3. Documentation, is last data collection technique for this research topic. According to Marzuki (2022) Documentation is a record of events that have passed. Documentation can take the form of writings, images, or monumental works of a person. The documentation used in this study is supporting data for observations and interviews related to the form of verbal and nonverbal messages and obstacles encountered by researchers.

3.2 Data Analysis

Whether for data analysis techniques used in this research include:

1. Data Reduction

Data reduction is the process of selecting, focusing, simplifying, and transforming raw data from research notes. This process is continuous throughout the research. It involves sharpening, categorizing, discarding unnecessary data, and organizing the data in such a way that final conclusions can be drawn and verified. Reducing data means summarizing, choosing essential aspects, focusing on important things, and finding themes and patterns (Utomo, 2022). To obtain a clear picture and facilitate further data collection, the researcher needs to reduce data by selecting and summarizing data obtained through interviews with various sources or other methods such as observation and documentation (BK & Hamna, 2021). Therefore, the researcher needs to reduce data to focus on the essential aspects, find themes, and identify patterns. In this study, the researcher reduces data to focus on the use of Trello as a task management application.

2. Data Display

After data reduction, the next stage is data display. Miles and Huberman (as cited in Hardani et al., 2020, p. 167) explain that data display is the stage of organizing structured information to facilitate conclusion drawing and action-taking. In qualitative research, data display can be in the form of brief descriptions, charts, category relationships, flowcharts, and similar formats.

3. Conclusion/Verification

The final stage of data analysis in qualitative research involves several important steps to draw valid conclusions and verify findings. At this stage, the researcher focuses on identifying patterns, models, themes that consistently emerge, relationships between variables, possible hypotheses, and other highlighted aspects during analysis (Utomo & Burhan, 2021). The data analysis results on the use of Trello as a task management tool will lead to conclusions about the research problem. Through these conclusions, the researcher can describe key

findings revealed by the data, highlight emerging trends, and evaluate how effectively Trello supports task management activities in the context of remote work systems. The conclusions drawn at this stage not only wrap up the analysis but also provide a basis for recommendations or practical implications for the future use of similar applications.

4. Result

4.1 The Use of Trello Task Management App

Trello as a digital application that focuses on supporting project management by displaying the work being done and to what extent the process of working on a job has been done (Darmawan & Palupi, 2024). This web-based application is utilized by PT XX's for monitoring campaign tasks and managing overall work. It helps in detailing ongoing and completed tasks, planning future work, and reconfirming the urgency of each task. This keeps team members informed about progress, enhancing transparency and collaboration within the team.

Apart from its main feature which can be used as a repository for important project information, the campaign management division is also active in collaborating with each other as a form of fulfilling their respective task responsibilities. This is in accordance with the statement of Utomo, A. S., & Hidayati, R. (2019) which explains that the use of the Trello application has been considered effective in helping employees carry out task management and communicate within an organization in order to achieve targets and deadlines.

So, it can be concluded that the use of the Trello task management application in the Campaign Management Division of PT XX is appropriate to be used in accordance with its objectives to increase the productivity of daily work and team collaboration through the utilization of its available features.

4.2 The Effectivity by Using of Trello Task Management App

Researchers refer to the theory of effectiveness measurement indicators by John P. Campbell & Herman Aguinis (in Faradiba et al., 2021) cited in "Strategic Performance Management." This is based on the fact that this theory is directly related to organizational performance management with a focus on long-term goals. In the context of this research, the use of task management applications such as Trello can be seen as part of a performance management strategy that seeks to increase effectiveness and productivity within the organization.

Effectiveness indicators are divided into five categories such asm program success, goal achievement, program satisfaction, input and output levels, and overall goal achievement. The interview data for assessing Trello's effectiveness in PT XX's campaign management division revealed the following:

1. **Program Success:** Trello is implemented in the Campaign Management Division of PT XX to support daily advertising campaign project management.
2. **Goal Achievement:** Trello aids the division in detailing, organizing, and tracking progress to meet various Key Performance Indicators (KPIs) across different brand campaigns.
3. **Program Satisfaction:** Users expressed satisfaction with Trello's features and its impact on daily workflows.

4. **Input & Output Levels:** Trello helps organize daily inputs such as information and notes for each campaign, and outputs like insights and campaign results, enhancing individual and team efficiency.
5. **Overall Goal Achievement:** Trello supports daily task management, improving team collaboration, organization, and timely project completion, which was positively noted by interviewees.

4.3 Recommendations on the Use of Trello Task Management App

Researchers observed the benefits of using Trello during data collection in PT XX's Campaign Management Division. The primary advantage is organizing campaign-related tasks and collaborating virtually with the team to achieve digital advertising goals and targets. Users reported experiencing these benefits firsthand. However, there were opportunities to enhance Trello's use for greater effectiveness and sustainability. When interview session, three informants felt no improvements were necessary as the application was already effective, while two others identified areas for improvement. They suggested enhancing the discussion process within team collaboration and post-campaign activities to maximize Trello's usage.

The recommendations above are related to the TAM (Technoloy Acceptance Model) theory by Fred Davis (1989), one of which is perceived usefulness, and as an important foundation that can be used to understand the process of individuals accepting, adopting, and utilizing new technology. So that improvement efforts are needed in accordance with the conditions that occur so that application utilization can make an optimal contribution to work efficiency and effectiveness.

5. Discussion

The Trello application is utilized by PT XX's Campaign Management Division to monitor and manage work progress, reducing the urgency of tasks. It facilitates team communication on work progress and project tracking. Analyzing interview data on effectiveness indicators, Trello has proven beneficial in managing tasks and improving team performance by providing clear goal visibility and structured workflow management. It enhances work efficiency and contributes to achieving organizational goals, meeting effectiveness standards. However, informants noted areas for improvement, such as better utilization of discussion forums and reporting features. Recommendations include integrating Trello with real-time communication platforms, maximizing advanced features, and providing training to standardize its use across the organization. These steps will further optimize Trello's support for project management.

6. Conclusion, Implication, and Recommendation
6.1 Conclusion

The Trello application has proven effective in the Campaign Management Division of PT XX. It facilitates project management and daily tasks by providing clear visibility of goals, improving team performance, and satisfying users. To further optimize its use, recommendations include better utilization of discussion forums and reporting features, integrating with real-time communication platforms, and providing training for standardized

use across the organization. These enhancements will maximize Trello's support for organizational project management.

6.2 Implication

The findings demonstrate that Trello significantly enhances organizational work effectiveness, supporting the theory that collaborative technology improves efficiency and productivity in modern organizations. By facilitating virtual collaboration, Trello boosts individual and team productivity, aligning with the trend of organizations adopting systems that simplify teamwork and enhance corporate value. Additionally, the research underscores the need for continuous optimization and education, highlighting the importance of integrating Trello with communication platforms and utilizing all its features. This reinforces the value of ongoing training and technology adaptation in improving organizational performance.

The company also should maintain Trello as a task management tool, as employees report that it simplifies project management and daily campaign monitoring. To maximize Trello's benefits, the company should develop strategies to enhance the use of underutilized features. This includes continuous training to ensure all team members fully understand and utilize Trello's capabilities, thereby achieving more optimal work outcomes.

6.3 Recommendation

For more representative results, future research should include a greater variety of informants to capture a broader perspective on Trello usage. Employing quantitative or mixed methods, such as larger sample surveys and statistical analysis, can strengthen qualitative findings and provide more nuanced data. Additionally, incorporating variables like employee satisfaction, work efficiency, and team collaboration impact will offer a comprehensive understanding of Trello's effectiveness. To address temporal limitations, longitudinal studies are recommended to observe Trello usage over extended periods, revealing trends and influencing factors. Including various organization types and industry sectors will also enhance the generalizability of the findings, offering insights into Trello's effectiveness across different organizational contexts.

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