

# Evaluation and Digital Marketing Platform Together to Develop the Organizational Agility of Cooperatives in Indonesia

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## Abstract

The marketing strategy must change from traditional to digital application marketing that is flexible in time and distance. Digital marketing can increase sales of cooperatives similar to SMEs, but cooperatives have different challenges from SMEs, in general, to move forward. The uniqueness of this research is the evaluation of the readiness of cooperatives and the conceptual idea of creating a digital marketing platform with cooperatives in Indonesia. This shared digital marketing strategy will help both cooperatives and large companies. Therefore, it is necessary to evaluate the readiness of cooperatives and cooperatives to join this digital platform. This study aims to evaluate and form the concept of cooperative marketing ideas together in one platform. This study evaluates eight variables that affect the cooperative's organizational agility and the link platform with digital marketing by cooperatives assisted by data support by the government. This research is still in the form of concepts and ideas for evaluating and sharing marketing ideas for cooperatives in Indonesia. This study aims to provide cooperatives and the government input to sort out and support viable cooperatives to progress and develop.

## Keywords

Evaluation, Digital Marketing Platform, Develop Performance, Cooperatives.