

ABSTRACT

A digital cooperative is the means to bring change to the conventional towards digitisation, where today technology is rapidly expanding. Operatives will not become outdated by age and obsolete by time. Promotional media these days is multifaceted and accessible at any time, one of which is Instagram. Instagram as a entertainment platform, it can also be used as a promotional medium and by easy, practical, and rapid sharing of information.

The cooperative's marketing media should be up to date, which could suggest that the cooperative is following the changing times in order to continue surviving the present day. Instagram has come with advertising at a price that can be adjusted to promotional costs. The cooperative can set its own market target and decide which areas to target for ads.

The interactive content has been shown to repopulate the followers of each account. Operatives can schedule the content to be distributed consistently. Insight on instagram is also helpful in capturing data of activity on each account. Consistent content content needs to be noticed for followers to feel the presence of ever cooperatives. Content games and reward quasi-content can be the option of promoting content interactions and Posting interactions as early stages so that digital operatives can be known by society.

Keywords: Instagram, Promotion, Digital Cooperative