

ABSTRACT

Telkom University Surabaya (TUS) students, particularly those in the Digital Business Student Association (HMBD), face challenges accessing sponsorship partner information. Currently, information retrieval is conducted manually through proposals, which serve as a communication tool between event committees and companies. Sponsorship is a form of corporate support in the form of funding for specific activities, ensuring their smooth running and providing benefits to companies by increasing brand awareness and image. However, this process often faces obstacles, such as difficulty obtaining prospective sponsor data and unverified company contact information.

This research aims to offer a solution in the form of a website-based system capable of displaying a list of sponsors tailored to the needs of event committees and helping companies find HMBD activities. The Design Sprint method used is a five-stage design, consisting of five stages: Understand, Diverge, Decide, Prototype, and Validate. The Understand stage involves collecting user data through interviews and observations to understand the core problem. In the Diverge stage, solution ideas are developed using the HMW and Crazy 8 methods. The Decide stage aims to select the best solution, visualized in a storyboard. The Validate stage then creates a prototype and tests it using the System Usability Scale (SUS).

The result of this research is a sponsorship partner website that includes features such as sponsor provider information, selecting sponsorship packages, and viewing event history. Usability testing showed a high SUS score of 81.1, indicating that the website effectively meets user needs. In conclusion, the KoneksiKita website is expected to help improve the process of finding event sponsors for Telkom University Surabaya students, especially those who are members of the digital business student association, providing a reliable and user-friendly solution.

Keywords: *Design Sprint (DS), Event, System Usability Scale (SUS), User Interface/User Experience (UI/UX), Website.*

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