

ABSTRACT

This research is motivated by the need of students in the Digital Business Study Program at Telkom University Surabaya for a digital platform that facilitates sponsorship collaboration with media partners in organizing campus events. The current manual process of seeking sponsorship is considered inefficient, poorly documented, and often faces communication issues. The aim of this research is to design and develop a website called KoneksiKita that serves as a digital and structured bridge between students and media partners.

The development method used is Extreme Programming (XP), consisting of planning, design, coding, and testing stages. Testing was conducted using the Black Box Testing approach to ensure that all functions operate as intended. The technologies used in this research include Laravel for the backend framework, Tailwind CSS for the user interface, and MySQL as the database.

The results show that the KoneksiKita platform successfully meets user needs in managing sponsorship data, provides educational features related to sponsorship proposals, and improves communication effectiveness between students and media partners. Based on the test results, all core functions of the website work well. Further development is recommended to include analytics features, multi-level authentication, and expansion of user reach beyond the campus scope.

Keywords: Digital Business, Extreme Programming, Laravel, Sponsorship, Website.