

ABSTRACT

Sambo is a developing martial art in Indonesia, particularly in the Bandung area. As public enthusiasm for this sport grows, the need for an integrated digital-based information system becomes increasingly important. Currently, the distribution of information regarding competitions, registration processes, training clubs, and equipment distribution is still scattered and not centralized in a single, comprehensive digital platform. This condition poses an obstacle to building a professional and well-organized Sambo community. Limited access to information and services also impacts the slow process of information dissemination to the public. To address these issues, this study aims to design and develop a website that functions as an information center, registration service, and a structured digital medium for selling Sambo equipment. This study uses a design thinking method consisting of five stages: empathize, define, ideate, prototype, and test. Data collection was conducted through field observations, in-depth interviews with athletes, coaches, parents of athletes, and UI/UX experts to support website design, and the distribution of questionnaires involving 70 respondents, consisting of active athletes (57%), coaches (9%), fans (11%), and the general public interested in Sambo (23%). The design results show that the developed website successfully facilitates user needs through a user-friendly interface, clear navigation, and features such as online match registration, training information, an equipment catalog, and a community forum. This website has been proven to improve the efficiency of the registration process, accelerate information dissemination, and strengthen the digital presence of the Sambo community in Bandung City. Therefore, this platform is expected to encourage the development of Sambo sports in a broader, more structured, and easily accessible way by improving the efficiency of the registration process, accelerating information dissemination, and strengthening the digital presence of the Sambo community in Bandung City..

Keywords: website design, design thinking, sports, sambo.