

ABSTRAK

Laporan ini membahas perancangan sistem informasi pengelolaan data pelanggan paket wisata pada PT Habibi Duta Abadi Palembang. Masalah yang dihadapi adalah pencatatan data yang masih menggunakan *Microsoft Word* dan *Excel*, sehingga data tidak saling terhubung, sulit dicari, dan berisiko hilang. Tujuan dari penelitian ini adalah merancang sistem informasi berbasis *Microsoft Access* untuk mempermudah pencatatan, pencarian, dan pengelolaan data pelanggan secara efisien dengan menggunakan model pengembangan ADDIE yang terdiri dari tahapan *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Data dikumpulkan melalui wawancara, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa sistem informasi yang dirancang berhasil diterapkan dan memberikan dampak positif terhadap efektivitas administrasi, mempercepat pencarian data, serta mengurangi risiko kesalahan pencatatan. Sistem ini dapat menjadi solusi dalam mendukung kegiatan operasional perusahaan serta acuan untuk pengembangan sistem serupa di bidang pariwisata.

Kata Kunci: Perancangan, Pengelolaan Data Pelanggan, Microsoft Access

ABSTRAK

This report discusses the design of a customer data management information system for tour packages at PT Habibi Duta Abadi Palembang. The problem faced is that data recording still uses Microsoft Word and Excel, so that the data is not interconnected, difficult to find, and at risk of being lost. The purpose of this study is to design a Microsoft Access-based information system to facilitate recording, searching, and managing customer data efficiently by using the ADDIE development model consisting of the stages of Analysis, Design, Development, Implementation, and Evaluation. Data were collected through interviews, documentation, and literature studies. The results of the study indicate that the designed information system was successfully implemented and had a positive impact on administrative effectiveness, accelerated data searches, and reduced the risk of recording errors. This system can be a solution in supporting the company's operational activities as well as a reference for the development of similar systems in the tourism sector.

Keywords: Design, Customer Data Management, Microsoft Access