

ABSTRAK

Penelitian ini bertujuan untuk merancang Sistem Pengelolaan Pesanan Pelanggan berbasis Digitalisasi dengan menggunakan *Microsoft Access* pada Konveksi Mailpro untuk membantu proses pencatatan, penyimpanan, pencarian, dan pelaporan data secara lebih efektif dan efisien. Metode yang digunakan adalah *Research and Development* (R&D) dengan model pengembangan ADDIE yang terdiri atas tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Konveksi Mailpro masih melakukan pengelolaan pesanan pelanggan secara manual. Kondisi tersebut menimbulkan beberapa permasalahan, seperti lamanya proses pencarian data pesanan, risiko kehilangan data pelanggan, tertukarnya desain pesanan, serta kesulitan dalam membedakan pelanggan yang memiliki nama yang sama sehingga berdampak pada meningkatnya keluhan pelanggan. Sistem dirancang menggunakan *Microsoft Access* dengan memanfaatkan komponen *table, query, form, report, dan macro*. Hasil penelitian menunjukkan bahwa sistem yang dirancang mampu mempercepat proses pencarian data dari 3 hingga 7 menit menjadi sekitar 30 detik hingga 1 menit, membantu mengurangi risiko kehilangan data, mempermudah identifikasi pesanan pelanggan, menampilkan status pesanan dan pembayaran secara lebih jelas, serta menghasilkan laporan transaksi secara otomatis.

Kata Kunci: *Sistem Pengelolaan Pesanan, Pelanggan, Microsoft Access, Konveksi Mailpro.*

ABSTRACT

This study aims to design a Digital-Based Customer Order Management System using Microsoft Access at Mailpro Convection to support the processes of recording, storing, searching, and reporting data more effectively and efficiently. The method used in this study is Research and Development (R&D) with the ADDIE development model, which consists of the Analysis, Design, Development, Implementation, and Evaluation stages. Mailpro Convection still manages customer orders manually. This condition creates several problems, including the lengthy process of searching order data, the risk of customer data loss, misplaced order designs, and difficulties in distinguishing customers with the same name, which ultimately leads to an increase in customer complaints. The system was designed using Microsoft Access by utilizing table, query, form, report, and macro components. The results of the study indicate that the designed system is capable of reducing data retrieval time from 3–7 minutes to approximately 30 seconds–1 minute, minimizing the risk of data loss, facilitating customer order identification, providing clearer information regarding order and payment status, and generating transaction reports automatically..

Keywords: Customer Order Management System, Customer, Microsoft Access, Mailpro Convection.