

ABSTRAK

Sistem pencatatan tamu pada kantor cabang JRP Insurance Palembang masih dilakukan secara manual menggunakan buku tamu fisik sehingga menimbulkan beberapa kendala, seperti data yang tidak tersusun secara sistematis, kesulitan pencarian arsip, serta lambatnya penyampaian informasi kepada karyawan terkait. Penelitian ini bertujuan untuk merancang sistem informasi buku tamu digital menggunakan Microsoft Access guna mempermudah proses pencatatan, penyimpanan, dan pengolahan data tamu. Metode yang digunakan dalam penelitian ini adalah *Research and Development (R&D)* dengan model ADDIE yang terdiri dari tahap *Analysis, Design, Development, Implementation dan Evaluation*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Sistem dirancang menggunakan Microsoft Access dengan fitur form input data tamu, penyimpanan database, dan notifikasi email kepada bagian administrasi umum sebagai pemberitahuan kedatangan tamu. Hasil penelitian menunjukkan bahwa sistem informasi buku tamu digital dapat membantu proses pencatatan tamu menjadi lebih terstruktur, mempermudah pencarian data, mempercepat penyampaian informasi, serta meningkatkan efisien pengolahan data tamu pada kantor cabang JRP Insurance Palembang. Dengan demikian, sistem yang dirancang dapat mendukung pengelolaan data tamu secara lebih efektif dan efisien.

Kata kunci: *Sistem Informasi; Buku Tamu Digital; Microsoft Access; ADDIE; JRP Insurance*

ABSTRACT

The guest registration system at the JRP Insurance Palembang branch office is still carried out manually using a physical guest book, causing several problems such as unstructured data storage, difficulties in searching archives, and delays in delivering information to related employees. This study aims to design a digital guest book information system using Microsoft Access to facilitate the process of recording, storing, and processing guest data. The method used in this study is Research and Development (R&D) with the ADDIE model consisting of Analysis, Design, Development, Implementation, and Evaluation stages. Data collection techniques were carried out through observation, interviews, and documentation. The system was designed using Microsoft Access with features such as guest data input forms, database storage, and email notifications to the general administration department as guest arrival notifications. The results of this study indicate that the digital guest book information system can help make the guest registration process more structured, facilitate data searching, accelerate information delivery, and improve the efficiency of guest data management at the JRP Insurance Palembang branch office. Therefore, the designed system is expected to support guest data management more effectively and efficiently.

Keywords: Information System; Digital Guest Book; Microsoft Access; ADDIE; JRP Insurance