

## **ABSTRACT**

*As a big city and the capital of West Java, Bandung has become an icon with a culture that is still thick. The square as the center of Bandung became a favorite destination for people visiting from outside the area and the Bandung community itself. Unfortunately, the people who visited did not obey the existing regulations, sports equipment and children's games were not used properly, rubbish was still disposed of carelessly, people used shoes when playing on synthetic grass. When conducting interviews, visitors are not aware of any warnings at the place, because the Signage is not visible because of the shape that is not attracting attention. So that the need for products that can appeal to the public more efficiently with visuals that show the identity of Bandung is to use Sundanese culture. This product design will use qualitative methods, data collection, data analysis, sketching and prototyping of the best selected products. By focusing on visual aspects, system aspects and material aspects. So that results in Digital Signage which has a Pajajaran motif with a touch screen system that will be stored in Bandung Square.*

**Keywords:** *Digital Signage, Sundanese, Pajajaran, Touch screen, Bandung Square*