

## Abstract

*The development of technology today is very rapid. One of them is the many choices of technology and media to convey information to the public. Digital Signage is one of the most popular information delivery systems currently in many public spaces which has a large number of visitors. However, public places that have a large audience need some money to display advertising content, there is no adaptive content management system on digital signage in indoor public spaces to overcome the problem of distributing advertising content so that content distributed later by public space owners or advertising distributors that would later be appropriate with the number of visitors to a place the indoor public space itself. In this research, adaptive digital signage content management systems are implemented and implemented by utilizing the number of visitor devices connected to the WI-FI router in the public space where the number of devices represents as viewers of the public space in real time with the classification method based on rules to determine the content of the ad to be displayed so that the owner of the ad content that has limited funds can display the ad content in the public space. The results of this study are the accuracy of compatibility between the number of connected devices and content after testing to produce 100% accuracy. While the accuracy of the system in counting the number of devices reaches 86.6%. And produce SOP guidelines for installation / implementation of content management systems to content distributors or owners of indoor public spaces.*