

## ABSTRACT

The Sundanese script has a privilege because it is the original creation of the Sundanese people, and not all nations have their own script system. Therefore, the use and development of the Sundanese script need to be done. However, the times forced the number of Sundanese script users to decrease due to various factors. One of the factors is the lack of variations in the shape of the Sundanese script so people think that script is something that is monotonous and less attractive. Based on this phenomenon, a problem is formulated, namely how to carry out the socialization of the Sundanese script through the design of Latin letters based on the character of the Sundanese script.

Efforts to re-popularize the Sundanese script must be carried out in stages, the earliest stage is to introduce the form of the Sundanese script itself because the visual form can be accepted and enjoyed without language barriers. This study uses a comparative analysis method of similar projects and SWOT analysis based on typographic theories and visual data of Sundanese lontar manuscripts to obtain the results that support efforts to re-popularize the Sundanese script. It is necessary to design a type family based on the character of the Sundanese script by utilizing the Unicode feature of the Sundanese script, so that Latin letters and Sundanese script can appear side by side by having a unified visual style. So that people can be more accustomed to reading and more easily understand the use of Sundanese script in everyday life.

**Keyword:** Digital Typography, Sundanese Script, Type Family.