# ABSTRACT

*Digital signage is one of the multimedia technology dissemination of information which is implemented using the television display or plasma screen. Digital signage is used to display something publicly and showing directly in every retail through multizone or multiregion content delivery. Vorious kind of multimedia elements such as images, video, and text are used to build this digital signage. A web based digital signage is built in this final project adapting the existing digital signage technology. Study case in this final project is take place at any retail in Alfamart.*

*Keywords: Digital Signage, Multimedia, CMS*