

## ABSTRACT

Advertising currently has an important role in delivering information in this digital era. Media commonly used in advertising include newspapers, TV, internet, and brochures posted on the roadside. However, the cost of advertising on the side of the road is quite expensive for content owners. And currently the development of online transportation in Indonesia is growing rapidly and can become a medium for advertising. Therefore, in this study, Digital Signage has been implemented which distributes adaptive content to changes in road congestion conditions dynamically and is placed in a place that can move towards the audience, namely in public transportation or online transportation, precisely in the passenger seat area. Digital Signage is a one-way digital information medium that can display content to many places in a short time and is cheap to manufacture. The results of tests that have been carried out state that the content displayed on the monitor has changed adaptively and according to road congestion conditions. But a problem occurred. When the internet connection does not work, the ad content that should be displayed on the monitor screen is not displayed. The delay that occurs between the currently playing ad and the next ad is the duration for completing the currently playing ad. However, this research is still in the form of a simulation and has not implemented the actual hardware, the research environment is still not varied.

**Keywords:** digital signage, mobile information media, audience, dynamic content