

## **ABSTRACT**

*Indonesia has some positive values in the country, but it has also been discovered that it has the potential to eliminate increasingly utilitarian local languages. The language was so close to writing or characters, there was so much concern about the loss of the characters especially the sundry. At this time, using new media that follows trends in Indonesia could be an opportunity to preserve Sundanese characters. One is the product of shoes, which they are popular with young Indonesians. The shoes can, in effect, adapt to different circumstances to the person's clothing. It has been shown that shoes can be a new medium for reintroduction of the region culture in Indonesia, although no one brings the exact character of the Sunda into it. Analysis methods used in data collection are qualitative methods, which are library studies, interviews, and questionnaires. The design method used is atomics, so it can produce shoe-products that will be used media to keep the actor's existence alive by transforming into the products. This design is expected to keep the Sundanese characters in check.*

*Sundanese script. Keywords: Culture, Sundanese script, Shoes*