

## ABSTRACT

Anantara Siam Hotel Bangkok is a hotel that offers luxurious service to guests by providing the sense the local cultures blended with simplicity and elegance of ancient Thai architectures. The ceilings of Anantara Siam Hotel Bangkok are wholly made of silk with hand-made patterns. The lobby area provides magnificent splendor. And the garden also gives a sense of private tranquility. There is a wide range of dining options in the dining room. Amidst the busy capital, Anantara Siam Hotel Bangkok can provide guests both enjoyment and convenience of excellent living. It also provides catering services with a modern banquet room that is elegant in organizing events. In addition, there are many different types of services available.

The researcher collected information and contents to be presented as the project of "Digital Signage and Energy Saving" with the purposes to reduce the operation processes, work modifications of banquet department, as well as unnecessary expenses incurred in the long run. The research was conducted by studying the usage of papers and paper ink used in each work modification which resulted in more expenses to the banquet department. Therefore, LED TV Digital Signage was used to be a solution for hotel operations in order to enhance visualization of font sizes and logo colors of works more clearly. Also, LED screen is energy-saving, reduces costs, and does not cause global warming as well.

The cooperative education project on "Digital Signage and Energy Saving" can help reduce operation processes or work modifications and save costs or expenses of using paper and paper ink. This is considered as a long-term budget saving that helps build a corporate image to be up-to-date. Moreover, it can represent a greater technological readiness for the organization increasingly.

Keyword: Digital Signage, Energy Saving