

**FINAL PROJECT**

**BRANDING DESIGN OF THE VISUAL IDENTITY OF "INDONESIA  
DRONE NEKSUS" IN BUILDING THE IMAGE OF OPERATIONAL  
DRONE SERVICES**

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By :

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**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN**

**FACULTY OF ARCHITECTURE AND DESIGN**

**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR**

**2025/2026**

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**2025/2026**

**APROVAL PAGE**

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IN BUILDING THE IMAGE OF OPERATIONAL DRONE SERVICES**

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**Has been defended in front of the Examiner Team**

**On : April 21, 2026**

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**AGREEMENT PAGE**

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IN BUILDING THE IMAGE OF OPERATIONAL DRONE SERVICES**

**Compiled by :**

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## STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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Program : Bachelor (S1)

Study Program : Visual Communication Design

Faculty : Architecture and Design

I declare that in this scientific document of Final Project is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are written cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 21, 2026

Who Made the Statement

A 10,000 Indonesian Rupiah banknote is shown with a signature over it. The banknote features the Garuda Pancasila emblem and the text 'REPUBLIK INDONESIA' and 'DPR RI'. The serial number '26778ANX41003067' is visible at the bottom.

Dina Mahesti

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## ABSTRAC

The rapid advancement of technology has transformed various industries to become more creative and innovative, one of which is the drone technology industry. Drones are utilized to assist human activities and improve efficiency in performing various tasks. One emerging company in this growing industry is Indonesia Drone Neksus. In the competitive landscape of today's industrial era, branding plays a crucial role in differentiating a company from its competitors. However, Indonesia Drone Neksus currently lacks strong and consistent branding and visual identity, which has resulted in a weak corporate image and limited public recognition.

The visual identity branding design for Indonesia Drone Neksus employs a Mixed Methods approach, combining both qualitative and quantitative research. Through these methods, the study gathered primary and secondary data to support the design process. Furthermore, the development of the visual identity follows the Design Thinking framework, which emphasizes understanding user needs, ideation, and creative problem-solving to produce an effective branding outcome.

Based on the analysis of the collected data, it was found that public awareness of Indonesia Drone Neksus remains low. This is primarily due to the absence of a clear and consistent visual identity, which hinders the company's ability to establish a distinct image compared to its competitors. The lack of visual coherence makes it challenging for the company to convey professionalism and reliability to its audience.

The branding and visual identity design of Indonesia Drone Neksus serves as a potential solution to build a stronger corporate image and enhance public awareness. By applying key visual elements such as logo, color, and typography, the company can develop a more cohesive and recognizable identity. Consequently, the creation of this visual branding is expected to become a strategic foundation in shaping a professional and trustworthy image for Indonesia Drone Neksus within the national drone industry.

**Keywords:** branding, visual identity, corporate image.

## FOREWORD

Praise be to Allah SWT. God Almighty who has bestowed His grace and gifts so that the Final Project Report on the Design of Visual Identity Branding "Indonesia Drone Neksus" in Building the Image of Drone Operational Services can be completed very well. With this design, it is hoped that it can provide benefits for Indonesia Drone Neksus in building the company's branding in accordance with its image.

On this occasion, the designer would like to express his deepest gratitude to all parties involved for the help, time, and opportunity that has been given to the author to complete this design.

The author would like to thank :

1. God Almighty, Allah SWT for all the blessings that have been given so that the writer can complete this plan well.
2. The Prophet Muhammad SAW, who has led his people on a journey of light and full of knowledge.
3. To my beloved parents, my mother named Sucik and my father named Pudiyanto, thank you for all the prayers, support, and unending love given to the writer. And to my sister named Ditha Novianti who always supports in completing this design.
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6. To Mr. Ramadhan Adi Pratama, S.T., M.T. as a partner of Indonesia Drone Neksus who has helped and provided opportunities to be involved in the design process.
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10. And friends of the 2022 Visual Communication Design who have been part of the journey, experience, and support each other.

Finally, I realized that in this design there are still shortcomings and far from perfect. Therefore, I really expect constructive criticism and suggestions from various parties to refine this design in the future. Hopefully this design can provide benefits, add insights, and become a useful reference for readers and parties in need.

Surabaya, April 29, 2026



Dina Mahesti

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