

CHAPTER 1

INTRODUCTION

1.1 Background

Technology is a type of knowledge that contains various methods, arts, and ways of working to develop the world (Institute and al., 2024). Technology has always been the source of human solutions in facing challenges. According to Jacques Ellul in (Juliantique Juliantique & Syahla Rizkia Putri Nur'insyani , 2023) About humans and technology means that humans create technology, but now technology has taken over human autonomy because currently the use of technology in human life is not just a secondary need but is a primary need that must be obtained by humans. This shows that technology is not just a tool, but a mentality and way of thinking about how goals can be achieved efficiently. In the modern era, almost all activities carried out by humans use technology, especially technology in the modern era today is increasingly sophisticated and has very rapid progress (Nurhanudin, 2025). The rapid development of technology has changed various industries to be more creative and innovative. One of them is an industry engaged in drone technology.

Drone technology, which is now part of the creative and innovative industry, is basically a technology used in the military realm. However, as time goes by, drones are now becoming widely accessible with their needs according to certain fields. Drones are used to help human activities to be faster in carrying out various jobs. The definition of a drone itself is an unmanned aircraft that moves and is controlled remotely through a deprogrammed system. According to data from the Association of Unmanned Systems & Technology (ASTTA), drones are a very popular technology and the trend at the moment is shown by the increase in the population of commercial drones by 30% in 2021 (to 90,000 units), industrial drones ~5,000 to 10,000 units. This figure shows that the use of drone technology greatly supports activities in various fields. For example, in the fields of agriculture, construction, security, entertainment and media. Therefore, in today's era, drones are widely used to help human activities to be easier and faster. With this, the benefits felt can be a real symbol of technological progress today.

From Statista data, in 2025, the Drone market in Indonesia is projected to generate revenue of US\$7.56 million. This market is estimated to experience an annual growth rate of 6.82% (CAGR 2025-2030) (statista.com). From this data, it can be interpreted that the drone market in Indonesia is currently experiencing very rapid development.

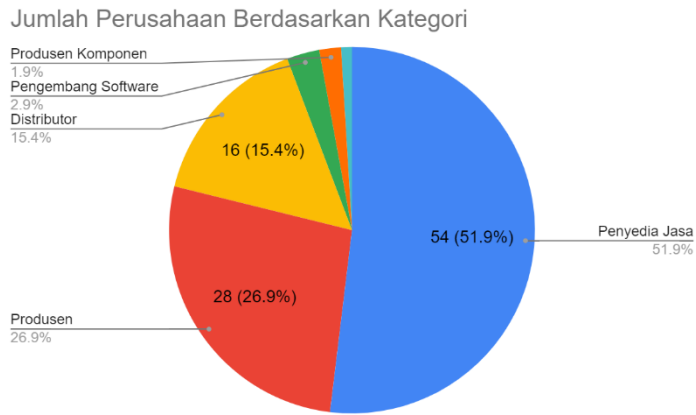


Figure 1. 1 Number of Companies Data, 2023

(Source : Indonesian Drone Industry Outlook 2023 - ASTTA Portal)

According to data from the Unmanned Systems & Technology Association (ASTTA), there are at least 104 drone companies or industries engaged as unmanned systems and technology industry players with a composition of 52% as service providers, 27% as manufacturers, and 15% as distributors/resellers.

One of the companies engaged in the drone industry is Indonesia Drone Neksus. Indonesia Drone Neksus is a newly established drone company, located in Alam Bukit Raya Mt. Malang, Randuagung, Kebomas District, Gresik Regency, East Java. Indonesia drone Neksus is engaged in drone technology. From the data obtained through interviews, the background of this company stands because Indonesia Drone Neksus is a drone licensing and management business that can be connected with other companies that have the same field. This company is engaged in the field of drone operational services because it sees the many factors of drone technology that are developing and in demand in various industrial sectors in Indonesia. According to Data Knowledge Sourcing Intelligence, the potential drone market in Indonesia is estimated to reach US\$12.832 million by 2030. From this data, Indonesia Drone Neksus has the opportunity and opportunity to build a more competitive drone market. Indonesia Drone Neksus is a place for individuals and groups who want to develop and learn about drone technology. Indonesia Drone Neksus not only plays a role in services but also as a research and educational place for industrial needs and modern technological developments. In accordance with the vision and mission of Indonesia, Drone Neksus is able to support drones in Indonesia and contribute with other companies.

The large drone industry that is developing in Indonesia makes competition in the market even tighter. This makes Indonesia Drone Nexus face a great challenge to compete and position itself in the market.



Figure 1. 1 Logo Halo Robotics, 2025

(Source : internet)

Halo Robotics is the largest commercial drone distribution and service provider company in Indonesia, focusing on its commitment to providing superior professional drone solutions for various industry sectors. According to Halorobotics data, halo has exclusive rights to sell and provide DJI services in Indonesia. This position makes Halo Robotics a big competitor for Indonesia Drone Nexus because it not only sells products but also provides complete services regarding drones.



Figure 1. 2 DJI Logo, 2025

(Source : brandfetch.com)

DJI is a Chinese company with the largest UAV sales in the world. According to Drone U Data, DJI is the top drone manufacturer with an astonishing market share of 74.3%. The company offers a wide variety of drone types for both professional and consumer use. DJI is known for its quality products with advanced features. Therefore, DJI is the solution to the current industry problems. According to Electrochemical Deburring Data, Dji's annual sales on the dji.com website reach US\$109 million by 2024. This shows a change of between 5-10% compared to the previous year. From this data, it can be confirmed that DJI is the largest drone technology company in the world that can be a distributor for Indonesia Drone Nexus. This will certainly be a great opportunity for Indonesia Drone Nexus to innovate

and strategize in developing its identity, so that it can build an image as a professional drone service solution provider.

Indonesia Drone Neksus itself must have a more creative and innovative strategy to be able to enter the market and compete with other companies. Creative strategies should be designed against the backdrop of data that are then combined into creative ideas, so that they involve not only logic but also art (Alhasbi and Kertamukti, 2018) in the (Technology & Palcomtech , 2023). With its advantages of being able to collaborate between drone services, the procurement of DJI distributors' drones, maintenance, and training can make branding more attractive. This strategy can later build the image and visual identity of Indonesia Drone Neksus. Therefore, building a company identity is an early strategy that is urgently needed for Indonesia Drone Neksus. An identity image in a company is needed for companies to be able to compete in the business world, with the main goal being a differentiator among competitors (Marhendra & Alert, 2021). With this identity, trust and loyalty will be present in the midst of competition in the drone industry in Indonesia.

As a communication strategy in the industrial world, branding is a process in building an image. Branding is a strategy used to shape the image of a brand (Ahmad Budi Sulistio, 2021). Strong branding will be the foundation in developing the Indonesian company Drone Neksus. Currently, Indonesia drone Neksus does not have a strong enough visual identity branding. This condition can affect the public's perspective on the quality and competitiveness of companies in the increasingly competitive drone industry. In this case, visual identity acts as a visual embodiment by a company that is generated through elements such as logos, colors, typography, and other media. The Indonesia Drone Neksus logo acts as the main identity and symbol that can communicate the company's image. The warm colors that will be used in this design also create an impression of emotion and energy and help increase the appeal and memory of the audience. Furthermore, the typography used can strengthen the clarity of the company's communication. Thus, the visual identity created not only functions as a tool for marketing, but also as a means of communicating the company's vision and mission, outlining the philosophy to attract consumers' attention, and forming a positive image of the company (Alya and al. , 2024). With this, a well-conceptualized identity can contribute to shaping the image of a new company.

Similar studies explain the importance of visual identity branding in building a new corporate image. For example, a study titled "Visual Identity Design Rebranding of Cemara

Ceramics Company Image" which shows that branding strategies through designing the right corporate identity and business image play an important role in increasing competitiveness among competitors (Marhendra & Alert, 2021). The research on the design of visual identity and corporate identity in the research entitled "The Design of Visual Identity and Corporate Identity Faraz Cashews in Padang" also explains that visual identity design is not only an aesthetic aspect, but also a strategic part of building a company's image .(Mousadecq and al., 2022)



Figure 1. 3 Questionnaire Result Chart, 2025
(Source : Personal Documentation)

The results of the survey that have been carried out and filled out by 120 respondents using google form, the author found that there are still many respondents who do not know about Indonesia Drone Neksus 48.3%, only 39.2% already know, and 12.5% answered that they may know. This data shows that even though drones are widely known, the existence of local companies engaged in operational drone services such as Indonesia Drone Neksus is still unknown to many people. This states the importance of strong and consistent visual identity branding so that Indonesia Drone neksus is easier to recognize and remember and can build public trust.

There was an addition to the questionnaire data about the reason why the logo is so needed by the new Indonesian company Drone Neksus is to show a professional image 62.5%, make it easier for the company to be recognized 59.2%, and differentiate from competitors 49.2%. This shows that the logo should reflect the company's image and identity because the audience will perceive the logo as an initial representation of the company's quality. With good quality, companies must have a consistent logo so that it is easily recognizable and can strengthen brand recall that can distinguish it from others.

Therefore, a logo is not only a visual but also a branding strategy to build a company's image. Thus, the design of the Indonesian Visual Identity Branding Drone Neksus is a necessity so that this company can be known professionally and trustedly.

Based on the facts that have been explained above, it can be shown that the Neksus Drone Visual Identity Branding Design is an initial strategy in building the company's image in the drone industry today. The designed visual identity can present the vision, mission, and character of Indonesia Drone Neksus. The main goal of this design is for Indonesia Drone Neksus to have a strong visual identity and image as the first drone company with its advantages. Therefore, through the design of visual identity branding, it is hoped that it can strengthen the image of the Indonesian company Drone Neksus so that it is easily recognized by many people. In addition, this design is also adjusted to the character of the target audience, namely people aged 20-45 years who have an interest in technology, especially drone technology. Generally, they live in urban areas with a middle income who work as creative industry players. An innovative lifestyle and open to technological developments.

1.2 Problem Identification

Based on the problems that have been described in the background, the identification of problems in this design is as follows.

- A. Based on the literacy results of several journals, it shows that visual identity branding by a company has an important role in building a new company's image in the midst of the very rapid competition in the drone industry at this time . (Marhendra & Alert, 2021)(Mousadecq and al., 2022)Indonesia Drone Neksus does not yet have a visual identity branding, so it has not been able to build the company's character and ideals as a strong operational drone service to the wider community.
- B. Based on the results of observations and interviews that have been conducted, Indonesia Drone Neksus does not yet have a visual identity branding. So it is difficult for Indonesia Drone Neksus to build the company's image. It is difficult for Indonesia Drone Neksus to build the image of operational drone services, especially in the face of competitors who already have a strong visual identity.
- C. Based on the results of the questionnaire of 120 respondents, there were 48.3% of respondents who did not know the Indonesian company Drone Neksus, as many as 39.2% who already knew, and as many as 12.5% answered that they might know.

Many respondents stated that a logo is indispensable to show the professional image of a company as much as 62.5%. Then it makes it easier for the company to be recognized by 59.2%, and with a logo and visual identity, it can distinguish it from competitors by 49.2%. From the data of this questionnaire, it shows that the Indonesian Nexsus drone is still unknown to the wider community. Thus, this company needs a branding strategy through a strong and consistent visual identity in accordance with the company's image so that it is easily recognizable and can compete with other competitors.

1.3 Problem Statement

Based on the identification of the problems that have been explained above, it can be concluded that the problem formulation for this design is: How to design the branding of the visual identity of Indonesia Drone Nexsus in building the image of operational drone services?

1.4 Project Scope

1. This design only focuses on branding the visual identity of Indonesia Drone Nexsus as a new company in the field of drone technology.
2. The design focuses on branding the visual identity on key elements such as logos, typography, colors, or the Graphic Standard Manual as well as other supporting visual elements.
3. Other supporting media as the output of this design are in the form of Instagram Social Media, stationery, merchandise, and promotional media such as banners.

1.5 Design Objective

The purpose of this design is to produce a strong branding concept through the visual identity and vision and mission of Indonesia Drone Nexsus. Based on the background that has been explained, the following are the objectives of the design:

1. Designing the branding of the visual identity of the Indonesian Drone Nexsus in accordance with the company's vision and mission so that it is able to build the image of operational drone services.
2. Reinforcing visual identity through key visual elements such as logos, colors, typography and other supporting visual elements.

3. Apply visual identity to various supporting media that can strengthen the image of a new company.

1.6 Design Benefits

Benefits for Indonesian Drone Nexus Company:

1. Has a strong visual identity branding and presents the vision and mission of the Indonesian company Drone Nexus.
2. Have a consistent visual identity that is useful for strategy in communication and promotion.
3. Have the opportunity to compete with drone industry competitors in Indonesia with a distinctive visual identity.

Benefits for the Writers :

1. Adding insight and experience in designing visual identity branding for new companies.
2. Train skills and analyze branding problems and creative solutions through visual identity.
3. Can contribute to applying visual communication design science in real practice through the design of the visual identity branding of the Indonesian Drone Nexus Company.

1.7 Design Framework

The following is a design framework in designing the branding of the visual identity of Indonesia Drone Nexus.

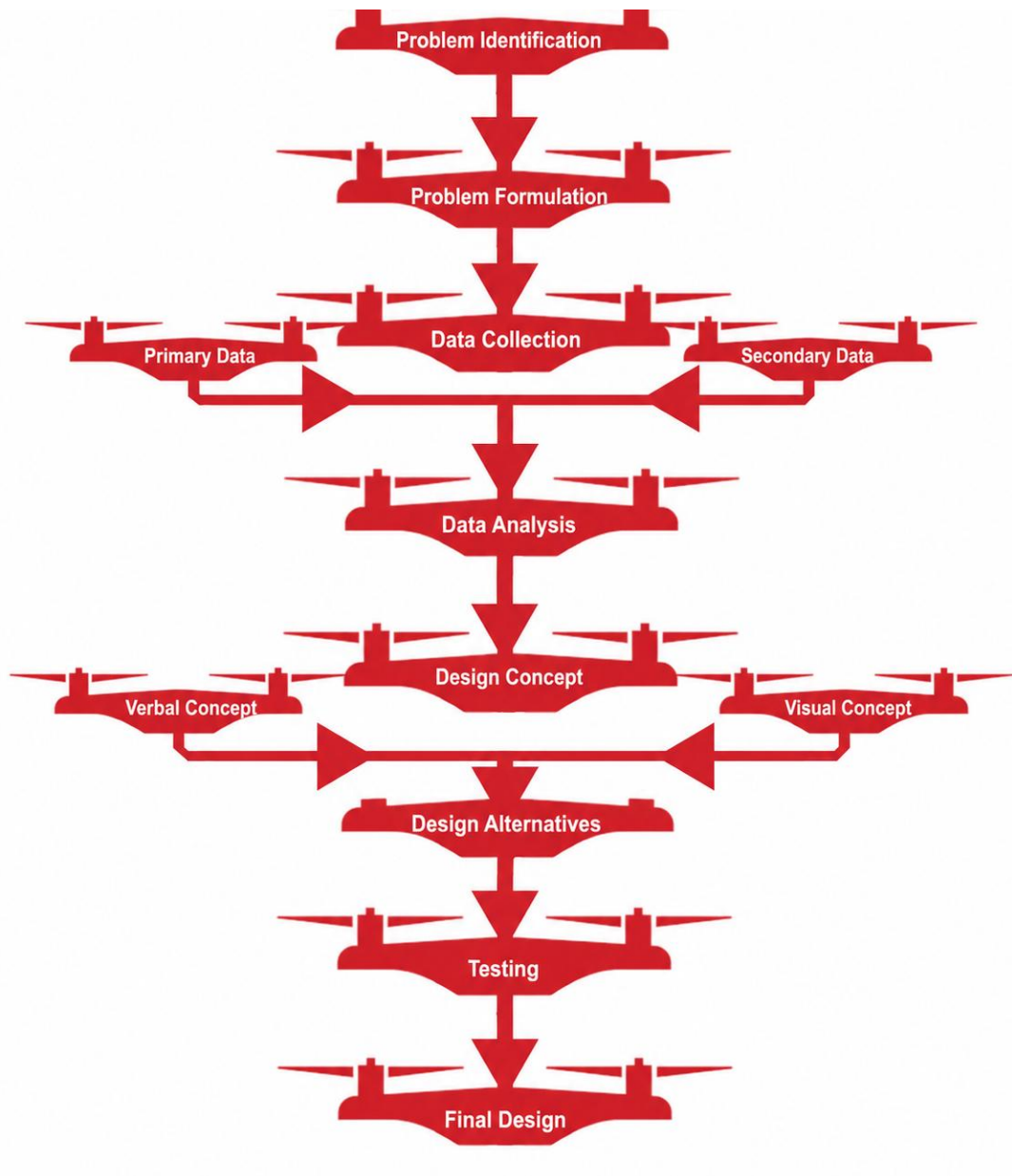


Figure 1. 4 Planning Framework, 2025
(Source : Personal Documentation)