

CHAPTER V

CONCLUSION

5.1 Conclusion

Indonesia Drone Nexus is a drone licensing and management business that can be connected with other companies in 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. The rapid development of technology, especially in the field of drones, has created great opportunities as well as stiff competition in the industry. Indonesia Drone Nexus as a relatively new company, still faces challenges in terms of identity and image recognition among the public.

The lack of understanding and awareness of Indonesia Drone Nexus listed in the questionnaire is the reason why this company does not have a strong and consistent visual identity. Visual identity is important in shaping a company's image to be different from competitors. In a competitive industry, visual identity branding is the main need for companies in building a company's image.

Therefore, the design of the branding of Indonesian visual identity Drone Nexus is an indispensable first step to form the image of drone operational services, which can be recognized by the wider community. The visual identity that is planned not only has a function as an aesthetic representation, but also as a communication medium that can reflect the vision and mission of Indonesia Drone Nexus. With a strong and consistent visual identity, Indonesia Drone Nexus is able to be known by the public with the image it builds.

5.2 Suggestions

Through this visual identity branding design, the author still needs suggestions and input on how to explore ideas more creatively and strategically so that the design results can be a benchmark in building a stronger and memorable company image by the audience. However, in this design process, the author realizes that there are still limitations, especially in terms of media exploration and branding implementation that have not been maximized on various platforms.

In addition, Indonesia Drone Nexus can maintain consistency in implementing visual identities that have been designed so that the company is easier to recognize and remember by the audience so that Indonesia Drone Nexus has a clear positioning. Indonesia Drone Nexus is also advised to increase promotional activities more intensively through various media by highlighting its advantages as a drone operational service and can develop collaboration widely. With this, the image built by Indonesia Drone Nexus can increase competitiveness and Indonesia Drone Nexus develops sustainably in the drone industry.