PHENOMENOLOGY OF KINANSYAH GROUP'S PRODUCT MARKETING EXPANSION THROUGH ANALYSIS OF 7P MARKETING MIX

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Abstract

The housing industry in Jember Regency is experiencing a rapid urbanization phenomenon with a backlog of millions of units, where PT Kinansyah Group has managed to dominate the market through adaptive marketing expansion that combines the 7P *Marketing Mix strategy* with the local cultural values of Pendalungan. This phenomenon of Local Resonance can be seen from the transformation of housing from a physical commodity to a symbol of social status and emotional security, supported by *high-tech digitalization* but still maintaining a high-touch personal touch typical of Java-Madura friendship. This study analyzes the phenomenology of PT Kinansyah Group's product marketing expansion in Jember Regency through the 7P *Marketing Mix* approach contextualized with *Service Dominant Logic* (SDL). Using a qualitative phenomenological method with in-depth interviews, observations, and data triangulation on management informants and consumers, it was found that the success of the expansion was based on Local Resonance through the privatization of the 7P: *Product* as a status symbol, *Flexible price* empathy, *Place* vision of the future, *Promotion* of relational getok contagion, *People* seduluran, *Process seamless* humanist, and *Physical Evidence* of early legitimacy. The main phenomena include Territorial Psychology, *High-Touch High-Tech*, Symbolic Materials, and Resilience Adaptation, forming an ecosystem of trust that transforms housing into emotional-social value, so that this strategy dominates the Jember local market through *Local Market Mastery* with recommendations for digitization of processes and *stakeholder collaboration*.

Keywords: 7P *Marketing Mix*, Phenomenology, Marketing Expansion

INTRODUCTION

The housing industry is experiencing a phenomenon of rapid growth in line with massive urbanization in Indonesia, where *Backlog* housing reached millions of units due to inequality in access to decent housing for low- to middle-income people, plus fluctuations in land prices and mortgage interest rates that affected consumer purchasing power. This phenomenon was exacerbated by the pandemic which shifted the preference to subtrokan houses with green facilities, while government subsidy programs such as FLPP and millennial mortgages drove demand, but regulatory challenges and strategic land limitations made it difficult for them to *Developer* difficulty competing (Juraerah et al., 2024). As a result, innovative marketing strategies are key to bridging *Gap* between supply and demand dynamics. A house is a primary need for every (Caroline et al., 2021) The individual, as expressed by, is the foundation of daily life and family stability. The housing industry in Indonesia, including in Jember Regency, is a strategic sector in the national economy because it not only meets the basic needs of the community for decent housing, but also encourages the growth of related sectors such as construction, building materials, cement manufacturing, and financial services such as mortgages from banks. Increasingly fierce competition in the property market, especially in urban and suburban areas such as Jember with government subsidy projects of up to 10,000 units by 2026, requires development companies such as PT Kinansyah Group to adopt effective and measurable marketing strategies, one of which is through the 7P approach *Marketing Mix* which includes *Product*, *Price*, *square*, *Promotion*, *people*, *Process*, and *physical evidence*.

Implementation of 7P *Marketing Mix* In property companies it is very crucial because the decision to buy a house is large, long-term, involves an investment of millions of rupiah, and is influenced by rational factors such as financial and emotional factors such as family security (Isfansyah, 2024). The 7P analysis allows for a comprehensive evaluation and the design of a synergistic marketing strategy between elements, given the competitive property market with long sales cycles, fluctuations in land prices, as well as strong emotional elements such as future visions (Rahayu & Putri, 2025). In Jember Regency, the development of the local business sector such as PT Kinansyah Group, experienced developers with flagship projects such as the Wirolegi Palace, Tegal Besar Palace, Yasmin *Residence*, and Left-handed. *Residence* which has been handed over more than 4,500 units shows an increase in popularity through marketing expansion *Offline* such as exhibitions and digital such as *Posted on Instagram*, amid fierce competition, changing consumer preferences for 0% DP subsidized houses, as well as service quality demands.

Property products go beyond physical forms such as subsidized type 36 houses or apartments, encompassing related services such as modern architectural design, environmental management, garden facilities, and after-sales including maintenance, with success relying on the quality of earthquake-resistant buildings, innovations such as *smart home features*, location near the main access, as well as the potential for long-term value appreciation of up to 10-15% per year in Jember. Prices must be adjusted to the target market such as MBR or upper middle class, including BTN's subsidized mortgage financing scheme, *cashback* discounts, minimal down payment promos, as well as consideration of operational costs such as building land tax (PBB), fire insurance, and developer fees to compete in a tight market with national competitors.

Strategic locations such as near the center of Jember or toll access determine the attractiveness of properties for residential or investment, supported by extensive distribution channels such as a network of trained agents, REI property exhibitions, *official websites*, and *online platforms* such as Rumah123 for easy access to virtual *tour* information. Promotion through *targeted online* advertising (social media *Instagram*, *Google SEO, YouTube*), *offline (billboards*, *flyers*, *event launching*), as well as special offers such as light installments or *referral* loyalty programsbuild awareness and interest of potential buyers. The quality of people such as certified property agents, communicative sales teams, and *responsive customer service* builds trust through in-depth personal interactions, free consultations, and *follow-up* to ownership.

The process covers all stages of the transaction from *Lead Generation* via digital *Marketing*, sales with instant mortgage simulations, to after-sales services such as notaries *Handling* and key handover, which must be smooth, transparent with digital documents, and structured based *Software* CRM to minimize errors, *Delay*, and improve customer satisfaction to *Repeat Purchase* (Caroline et al., 2021). Physical evidence such as high-quality building design with premium materials, presentation *Copyright* © Interactive 3D, brochure *Full-Color* Informative, Office *Modern Marketing*, and *Show* Units *furnished* The *Scarlet Witch* strengthen *Branding* company and consumer confidence in long-term commitments (Ng et al., 2023).

Property companies adopt the 7Ps because of complex products with in-depth buyer research, long-term trust-based marketing, fierce competition from hundreds of *Developer*, the diversity of segments such as *first buyer* subsidies or investor price appreciation, complicated sales processes involving legal and banks, holistic customer experience, market trends such as *Sustainability* and digital *Twins*, aspirational emotional decisions, and the flexibility to adapt diverse projects (Ramadhani, 2025). This approach creates attractive offers that are adaptive to trends such as eco-friendly homes or *Tech-Integrated*, increase the competitiveness of PT Kinansyah Group in Jember. The purpose of the 7P analysis research on PT Kinansyah Group is to identify strengths such as 0% DP promos and potential weaknesses, then provide data-driven strategic recommendations to increase competitiveness, consumer satisfaction, and market share in the midst of national subsidy quotas.

In modern marketing, *the 7P Marketing Mix* needs to be complemented *by Service Dominant Logic* (SDL) by Vargo and Lusch (2004), which states that value is not attached to the physical product of the property but is created jointly between *developers* and consumers through continuous service interaction, residential experience, and usage processes such as *co-creation design*. SDL views economic activities *as service-oriented*, with products as a medium of distribution of *value propositions* through *operant resources* such as agent knowledge. The phenomenological approach is relevant to explore the subjective experiences of Kinansyah Group business actors and consumers related to the meaning of value, perception of personalized service quality, and product use experience such as community appreciation, which is not captured by quantitative methods alone but through in-depth interviews.

REVIEW OF LITERATURE

Service Dominant Logic *(SDL)* Theory

Service Dominant Logic (SDL) first appeared in an article titled *Evolving to a New Dominant Logic for Marketing* by Vargo & Lusch (2004). The emergence of SDL began due to a shift in marketing perspective that focused on invisible resources, shared value creation and relational. This shift in perspective develops from the school of microeconomics thought, marketing management to the emergence of service phenomena that are outside microeconomics or service marketing. The difference between the SDL concept and the traditional marketing concept also lies in the position of the customer, in general the SDL concept views the customer as an integrated part of the company. *Service Dominant Logic* as a new *paradigm* of marketing, emphasizing the provision of services/services as the main goal of economic exchange and marketing. Goods, money, organizations and networks are the intermediaries of these service exchange activities. The most *fundamental* principle in the service exchange process is the knowledge and skills specified in the customer where the customer plays a role in creating value (Zalyus, 2020).

Marketing

Marketing is the analysis, implementation and supervision of programs aimed at holding exchanges with the intended market with the intention of achieving organizational objectives (Lesmana et al., 2022). Etymologically, marketing is the process, method, and act of marketing merchandise, from business activities designed to plan, price, promote and distribute goods that can satisfy desires and services, both to current consumers and potential consumers (Kotler, 2016).

Products

Products In a general sense, it is everything that can be offered to the market for attention, purchased, used or consumed and can satisfy wants and needs. *Indicator* of the product, namely product variety, product quality and product appearance. A product is anything that can be offered to the market in order to attract attention, acquisition, use or consumption that can satisfy a desire or need (Tielung, 2021).

Marketing Mix

Marketing Mix is a set of marketing tools that a company uses to continuously achieve its marketing goals in the target market. On the other hand, there are adjustments to the *Marketing Mix*, where the manufacturer adjusts the elemental elements *Marketing Mix* for each target market. *Variable* that is inside *Marketing Mix* This can be used effectively if it is arranged according to the circumstances and situations that are being experienced in a company. *Marketing Mix* is a set of marketing tools that a company uses to continuously achieve its marketing goals within its target market (Damayanti et al., 2025).

RESEARCH METHOD

Research This is qualitative with a phenomenological approach to explore the subjective experiences of informants related to PT Kinansyah Group's marketing expansion through 7P analysis *Marketing Mix*. This approach emphasizes understanding the meaning behind individual actions holistically and contextually, by definition, with an inductive process from field data to theory *grounded* (Scott, 2018).

Phenomenological Analysis Process

Data analysis involves four main stages: *epoche* (elimination of the researcher's prejudice for pure data), phenomenological reduction (return of phenomena to their natural essence), variation of imagination (search for themes of meaning from the informant's experience), and synthesis of meaning and essence (integration of descriptions into a holistic picture of phenomena). This process takes place continuously during data collection, reduction of focus on core elements, presentation of thematic descriptions, and verification through comparison with 7P theory and the practices of competitors in Jember.

Data Collection Techniques

Primary data was obtained through in-depth unstructured interviews with key informants from the Kinansyah Group's marketing team and other property developers in Jember Regency, observation of participation for field strengthening, as well as documentation such as company profiles and local property regulations. Secondary data includes journals, performance reports, and supporting literature; research site on Jl. Kaliurang No. 7, Jember, with a focus on subsidiaries such as PT Kinansyah Adi Jaya *Land*.

Data Validity Test

The validity of the data was tested through triangulation of sources (comparison of interviews, observations, and documents), extension of observations, member *checks* (confirmation with informants), and criteria of credibility, transferability, dependability, and confirmability in the style of Fatchan (2015). This technique ensures that the data is accurate and accountable, avoiding bias by cross-checking public-private perspectives and different times.

Findings of the 7p Marketing Mix Analysis
Product

1. Kinansyah Group's products are interpreted as complete residential solutions that integrate functions, aesthetics, and social values, not just physical buildings, with modern minimalist design innovations that are adaptive to Jember market trends and customer feedback on a sustainable basis.
2. Key focuses include durable premium material quality, integrated community amenities such as thematic parks, as well as design personalization; Phenomenologically, products become a corporate identity as well as a symbol of social status that increases the owner's sense of pride among the local community.
3. Quote from the management team informant: "... we offer '*Prestige*' and 'Security'... People here feel upscale when they have a residence with a modern minimalist design that previously only existed in big cities."

Price

1. Pricing is flexible and competitive, balancing the purchasing power of the people of Jember, real production costs, and long-term investment value with the option of a light mortgage installment scheme in collaboration with local banks and minimal down payment promos.

2. Price is not just a transaction tool but a strategy to build market trust; Phenomenological essence: future investments that provide financial security, not just a burden of costs.
3. Consumer quote: "... At first I thought the price was high, but after looking at the installment scheme and the value of the investment, I felt that the price was a savings for the future... There is a sense of calm because price is proportional to comfort."

***Place* (Location and Distribution)**

1. The selection of strategic locations in Jember's economic growth area such as near the University of Jember campus, toll access, or the Mangli commercial cluster, is supported by *hybrid offline* (REI exhibition) and *online* distribution channels (social media, *property marketplaces) without geographical boundaries.*
2. Location as the main added value that promises high *capital gains*; digital distribution is interpreted as an efficient bridge between companies and potential customers throughout the district.
3. Informant quote: "... We chose a 'growing' location... Many potential buyers are hesitant because it is not crowded yet, but our job is to assure that this location is the heart of the city of the future... we sell potential."

Promotion

1. Persuasive-educational promotion through Instagram's main social media with 360° visual content, organic *word-of-mouth*, and resident video *testimonials*; a consistent, transparent strategy to build *long-term* brand awareness.
2. More than marketing activities, promotion is a process of emotional relations; the phenomenological essence is to create authentic closeness through the narrative of *real experience*.
3. Consumer quote: "... Kinansyah's ads aren't aggressive but keep popping up in *my feed*... The most memorable *testimony* of the neighbors... I believe in other people's experiences more than *marketing brochures*."

***People* (Human Resources)**

1. HR as a core representation of the company's cultural values, serves as the spearhead of direct interaction; The intensive training includes in-depth product knowledge, empathetic communication, and Jember ethics.
2. It is interpreted not as a conventional seller but a holistic dream consultant; Essence: The sincerity of service that creates the emotional closeness typical of the local culture.
3. Management informant quote: "... we emphasize 'Emotional Closeness'... The marketing team should be a discussion partner for potential buyers... We don't sell houses, but help make dreams come true with sincerity."

Process

1. The operational process is simple, responsive, and transparent throughout the cycle: from *digital leads*, instant mortgage simulations, notary administration, to key handover with *real-time tracking* via the application.

2. Interpreted as a real commitment to customer satisfaction and internal efficiency; Phenomenological essence: the guarantee of the security of large transactions through the certainty of progress.
3. Consumer quote: "... The process is very transparent, every development of the bank file is informed... This certainty is important because buying a house is a big transaction, making me safe and comfortable."

Physical Evidence

1. Comprehensive physical evidence: *a fully furnished* show *unit* , *interactive QR-code* brochures, *consistent branding*, a magnificent *landmark* gate, and *a modern marketing* office with *waiting lounge facilities*.
2. It plays a role in shaping the initial perception of credibility; the essence: a sense of security *of prestige* that removes the doubts of potential buyers.
3. Consumer quote: "... Looking at the magnificent gates and neat marketing offices, my doubts disappeared... This is clear proof the company is serious and will not run away from responsibility."

Findings of Field Phenomena

1. The expansion of Kinansyah Group in Jember as a holistic "Expansion of Trust", especially strong on the synergy of *People* (personal relationships) and *Physical Evidence* (real *tangible* evidence).
2. The pillars *of Local Market Mastery*: deep understanding of Jember demographics, optimization of *Local* SEO/*Google Business Profile Maps*, *community engagement via* sponsorship of local events-influencers*, and personalization of products adapted to district tastes.*
3. The 7P's integration synergistically transforms functional needs (residential boards) into deep emotional ones (community comfort, pride of status), achieving local market dominance prior to regional expansion.

Discussion

Product Identity and Value Transformation

In the expansion process, Kinansyah Group products are not interpreted by the commons only as physical commodities (buildings), but as *Symbol* Identity Transformation (Syarifuddin et al., 2021). The phenomenon found is the inherent prestige of unit ownership. Kinansyah Group has successfully carried out "spatial imaging" in the new area. Local people do not only buy the function of housing, they also buy social recognition. This shows that the product strategy in expansion focuses on adapting modern designs that are differentiating in the local market.

Jember Regency is sociologically undergoing a shift from an agrarian society towards an urban-commercial society. Kinansyah Group captures this phenomenon not only by providing shelter, but by providing an urban identity. Kinansyah Group's residential products with modern-minimalist designs are interpreted by the people of Jember Regency as a *symbol* of "progress". In the midst of open and traditional residential areas, the presence of Kinansyah Group housing provides a new identity for its owners as modern, established and literate individuals with a big city lifestyle. Product value transforms from a residential function to a function of social differentiation.

Kinansyah Group, despite bringing a modern concept, still transforms product values that are adaptive to the egalitarian character of the people of Jember Regency but uphold family. The emphasis on providing public facilities such as representative places of worship and green open spaces in each project in Jember Regency shows an understanding of the value of local community togetherness. The product is not seen as an isolated unit but rather a mini-community. For the people of Jember, buying Kinansyah products means buying an entrance ticket into a new social community while still respecting the local cultural roots.

In Jember Regency, land and buildings are seen as the most valuable assets after agricultural products. Kinansyah Group transforms product value into a safe investment instrument. The phenomenon found in the field shows that many consumers buy Kinansyah products "for the future of children". The product is interpreted as a legacy or legacy. Kinansyah Group's property products are the most concrete form of security guarantee. Kinansyah strengthens this by providing a guarantee of legality and quality that is visible to the eye, thus transforming physical products into a feeling of security over the family's financial future.

The people of Jember consider that quality is often judged by what is seen and touched directly. The use of certain building materials by the Kinansyah Group has become a "silent message" regarding the quality of the products sold. The choice of neat building finishes and the use of materials considered luxurious by local standards create the perception that this product is of high value. The transformation of product identity occurs when consumers no longer refer to their homes as residential houses, but rather refer to the "Kinansyah" brand as residential identity. The *brand* name "Kinansyah" is an adjective that represents quality.

Price Rationality and Investment Certainty (*Price*)

Price analysis is financial security, the price set by Kinansyah Group is perceived as "*Instrument* investment" rather than just a cost burden. Phenomenologically, consumers feel calm when paying because of the perception of future value (*Future Value*) (Purbantina et al., 2022). Flexible pricing strategy (low down payment / long installments) is a bridge for the people of Jember Regency and its surroundings to enter the ecosystem *Property* formal. In the phenomenological approach, price is not seen only as a nominal number on paper but as an emotional and rational contract between consumer expectations and company commitments.

The people of Jember traditionally highly value land assets, not seeing the price of Kinansyah's house as a lost consumption cost. Informants tend to compare the current purchase price with the estimated future selling value. The phenomenon of "courage to take on debt (KPR)" is due to the belief that the rate of *increase in property* prices in Jember (especially Kinansyah Group products) will exceed bank interest. Prices are interpreted as a "*safe haven*" to store wealth in the midst of economic fluctuations. Consumers feel rational in spending large amounts of money because they see physical forms that continue to grow in value in strategic locations in Jember Regency.

The collective perspective of consumers on what is called "reasonable" prices. Kinansyah Group has succeeded in building an identity as a developer that offers prices above the average local developer but is still considered "cheap" when viewed from the facilities and *branding* obtained, this has become a *price-quality schema phenomenon*. The people of Jember are no longer looking for the cheapest price but a price that gives a sense

of pride (*prestige*). The price set by Kinansyah provides a social filter that living there means living there means being in an environment with an equal economic strata, this is called social rationality in determining prices.

Kinansyah's strategy in providing various payment schemes (0% down payment, *in-house* installments or partner bank mortgages) is the answer to the liquidity obstacles of the people of Jember Regency. Many middle-class people in Jember are financially able but find it difficult to collect large down payments. This changed the thinking of people who initially thought "owning a house is difficult" to "owning a house is possible". Price is no longer a barrier but rather a rational entrance through an simplified process.

The strongest finding phenomenon in Jember is the community's belief that Kinansyah's house is very easy to resell (*liquid*). The certainty of this investment arises from years of observation of previous Kinansyah projects in Jember Regency (such as in the Kaliwates or Sumbersari areas). The initial price that consumers pay is not just for the building unit but for the "financial security ticket". The public considers that there is inner peace when consumers know that their assets have high demand in the Jember secondary market.

Location's Vision as a Future Conqueror (*Place*)

Location expansion is interpreted as an effort to read the direction of the city's growth. Kinansyah Group often clears land in areas that are not yet crowded but have infrastructure potential (Maulana & Arkanuddin, 2021). Location in the subject's perspective is the "promise of progress". Consumer experience shows that they are willing to buy in a new location because of trust in *instinct* developers in choosing a new economic center. In marketing mix strategies (*Marketing Mix*) Aspects *square* or location for the Kinansyah Group in Jember Regency is not just a coordinate point but a vision of the location. They not only build on vacant land but "conquer the future" by predicting the direction of urban expansion.

Kinansyah Group has expertise in identifying land in the suburbs that may currently look deserted but has high growth potential in the next 5-10 years. The strategy is to anticipate by taking locations such as Tegal Besar and Wirolegi. Kinansyah Group takes advantage of the phenomenon of population density shifts from the city center in Jember Regency which is starting to become saturated to the penyanga area. The next strategy is to create new magnets through massive-scale projects such as thousands of units in one area. Kinansyah Group is not waiting for public facilitation to come but for the scale of their own project which triggers the emergence of traditional markets, minimarkets and new educational facilities in the vicinity.

The vision of the Kinansyah Group's location is based on ease of access that connects residences with economic centers. The ring road buffer with most of the Kinansyah Group's housing locations is on the path connected to *the* Jember Regency ring road plan. This ensures that residents have quick access to the city center and out-of-town directions such as Lumajang Regency or Banyuwangi. The strategy is based on proximity to educational relationships because many of their locations are closer to campus areas such as the Kaliurang or Tegal Gede areas. Kinansyah Group targets the student and *teaching staff* market which is a very stable market segment in Jember Regency.

The vision of the location that Kinansyah Group hopes is to transform *marginal* land into a premium area as a "Future Conqueror" which means having the ability to change the

perception of an area. The increase in land value that was initially considered less productive or far, turned into an organized residential area with wide road infrastructure and *a modern drainage system*. This provides a *very significant capital gain* (increase in asset prices) for the initial buyer. The next strategy is to maintain environmental security by implementing the concept of a *one-gate system* in strategic locations. Kinansyah Group creates a sense of security that becomes a new standard for future housing in Jember Regency even for subsidized housing.

Personalization of Communication and Trust (*Promotion* & *People*)

Personalize communication and build trust through *Promotion* (promotion) and *people* (Human Resources / HR) is the main pillar of Kinansyah Group's success in the market *Property* in Jember Regency. The promotional strategy chosen by Kinansyah Group regarding digital promotion only serves as a pavway, but the success of expansion depends heavily on interpersonal proximity. The informant interprets the marketing personnel of the Kinansyah Group not as "*Sales*" but as "*Partner* consultation". This shows that in the expansion into new territories, *Human Touch* more dominant in building *Trust* compared to massive advertising that *impersonal* (Santo Hegiarto, 2024).

Kinansyah Group as a developer known for projects such as Istana Tegal Besar and Istana Kaliwates, this company relies on emotional closeness to the local community. As for the strategy of personalizing communication and public trust, Kinansyah Group combines a wide range of digital media with a personal touch to answer the specific needs of potential buyers in Jember Regency. The use of social media such as *Facebook* and *Instagram* is not just for one-way advertising but as a two-way communication tool. Personalization is carried out through content that answers common questions and *user testimonials* to build social proof.

Promotions are differentiated based on the target market. In the subsidized housing segment, the message is focused on "ease of DP" and "government programs". As for the upper-middle segment, the message emphasizes more on "exclusivity" and "future investment". Kinansyah Group in overcoming information constraints that often occur in digital media, the strategy carried out is to often invite potential consumers through the "Come and Prove" campaign to the head office or project location so that communication feels more personal and accurate. In *the property* business, trust is not only built by the building, but by the people behind it. The *marketing* team does not only act as a seller, but also as a consultant who helps potential buyers take care of banking administration (akad) and the selection of units that suit their *financial* condition .

Kinansyah is known to insert religious values in its operations (such as the provision of worship facilities in each project) that resonate with the characteristics of the religious people of Jember Regency. Trust is built through consistency between what is promised in the promotion and what consumers receive such as timeliness with a commitment to complete the construction on schedule to avoid consumer doubts, legality by ensuring clear certificates and permits before being massively marketed and physical quality regarding the construction of modern/*futuristic designs* while still paying attention to adequate public facilities (fasum).

Process Transparency and Validation of Credibility (*Process* & *Physical Evidence*)

Business *Property*, aspects *Process* (process) and *physical evidence* (physical evidence) is *Instrument* main to convert the buying intention into a buying decision. Kinansyah Group considers these two aspects to function as a guarantee of security for

consumers so that they do not feel trapped in investment."*Property* fictitious" (Malelak et al., 2021). A transparent process aims to eliminate the anxiety of potential buyers regarding the legality and progress of development. *System* One-Stop Administration is Kinansyah Group's strategy to make it easier for consumers through full assistance in the mortgage (Home Ownership Loan) process. Transparency is shown by providing clarity on BI's status *Checking*, completeness of files to the credit contract stage.

The next strategy is to *update* the progress of development to consumers by providing access to information about the extent to which their houses are built. Kinansyah Group schedules regular field visits or reports from *the marketing team*, the transformation process from vacant land to the handover of keys is carried out openly. The disclosure of the legality status before consumers pay the down payment (*Booking Fee*), Kinansyah Group provides certainty regarding the status of land and building permits (PBG / IMB). This is very crucial in Jember Regency to distinguish professional developers from rogue developers. The process does not stop when the key is handed over, and the retention period (repair warranty) for building damage after handover is a form of quality process transparency that is highly valued by consumers.

Physical evidence is a promise that is realized so that Kinansyah Group stands out because its physique can be explored massively at various strategic points. Projects such as the Tegal Besar Palace, the Kaliwates Palace and the Inklsif Palace are not just pictures in the brochure. The physical existence of magnificent residential gates and wide neighborhood streets became a "living advertisement" that validated their credibility. Kinansyah Group provides model houses with complete finishes. This gives consumers a clear picture of material specifications, spatial layout and quality of workmanship so that no expectations are missed. One of the characteristics of Kinansyah is that it often builds public facilities such as mosques, parks or main road access at the beginning of projects.

Kinansyah Group shows potential buyers that developers have strong capital and are serious about managing the area. The existence of a large and permanent head office in Jember Regency provides a sense of security to consumers that the company has a clear address and is easy to visit in case of complaints in the future. The administrative process and physical evidence become a tool for psychological validation. The administrative transparency process reduces consumer anxiety about *property fraud*. Physical evidence such as the grandeur of the early infrastructure serves as an "anchor of trust". Phenomenologically, the majestic physical building is the answer to the community's doubts about the presence of new developers in their area.

The Phenomenon of Kinansyah Group Expansion in Jember Regency

The main phenomenon of Kinansyah Group's expansion in Jember Regency is Local Resonance, where the company re-contextualizes 7P *Marketing Mix* To be in harmony with local cultural values, create an ecosystem of trust through the foundation of physical legitimacy, bridges of personal relationships, and facilitators of easy access (Juraerah et al., 2024).

Territorial psychology is key to *Square* and *Product*, with the selection of a location near relatives or a new crowd center that builds a sense of security (*sense of security*) and the value of "diwongke" typical of Javanese-Madura culture, so that the project is not just a residence but a new area that respects local identity. Phenomenon *High-Touch* in *High-Tech* seen in the *People* and *Promotion*, where massive digitalization is combined with traditional

gatherings such as "sowan-unjung", transforming promotions into family communication that builds emotional closeness and deep trust (Tielung, 2021).

Symbolic material on *Physical Evidence* emerges through majestic gates and early built aesthetic offices, serving as a visual promise that reduces trauma *Property* mangkrak, so that physical evidence becomes a symbol of strong financial fundamentals for consumers. Adaptation of resilience to *Price* and *Process* reflected in bureaucratic agility *Seamless*, flexible price adjustments to the post-pandemic local economic cycle, as well as simple administrative processes that are interpreted as financial empathy and a guarantee of safety for first-time buyers (Pratiwi et al., 2021).

The privatization of 7P by Kinansyah Group resulted in an in-depth adaptation: *Product* as a certainty of the future *sacral*, *Price* based on empathy solutions, *Square* adjusting socio-cultural access, *Promotion* A relational relationship. *People* As a brotherhood, *Process* family humanists, and *Physical Evidence* Suppressant of political doubt. Overall, this expansion was successful because it grounded the theory into a social experience, transforming the commodity of the home into a symbol of status, security, and cultural integration that prioritized respect and brotherhood (Alfiqri & Trisnawati, 2024).

CONCLUSION

Based on the discussion above, it can be concluded that the essence of the phenomenon of Kinansyah Group's marketing expansion through 7P analysis is the development of a trust ecosystem (*Trust Building Ecosystem*). The expansion of Kinansyah Group is not just a transfer of economic activities to a new location, but a process of instilling influence and lifestyle education to the local community through the 7P instrument that is emotionally and rationally integrated. Kinanyah Group's expansion is predicted, Kinansyah Group buys the "past" (land at affordable prices in an unpopular location) and sells the "future" (mature and high-value areas). Kinansyah Group's personalization of communication is successful because it understands the psychology of the local market. Kinansyah Group combines the sophistication of digital *marketing* with a humanist approach that is familiar with the culture of the people of Jember so that *property* products are not considered as just commodities but as trusted residential solutions. Kinansyah Group has managed to dominate the Jember market not only because of the price but also because it is able to present "Proof Before Promise". Building physical infrastructure first and opening up administrative processes transparently will minimize the perceived risks that often haunt *the property* business.

This phenomenon has made Kinansyah Group able to dominate the *property* market in Jember Regency for more than a *decade*. The results of the analysis of the 7P *Marketing Mix* on Kinansyah Group's property can be concluded that Kinansyah Group's marketing expansion is a phenomenon formed from the experience, perception and strategy of business actors in facing market dynamics. Each element of the 7P is integrated and interpreted as a unit in building sustainable business growth.

Recommendation

About Kinansyah Group

Process Digitization

The phenomenon of consumers who are increasingly technologically literate, it is recommended to create an application-based development progress dashboard. This will

strengthen the transparency of existing processes and provide *a* more modern experience for consumers.

Strengthening *Customer Relationship Management*

Post-expansion, Kinansyah Group needs to ensure that service standards at the new project site remain on par with the main project. Intensive training for local marketing personnel at the expansion site is very necessary to maintain the dignity of *property* products owned by the Kinansyah Group.

For Local Governments / *Stakeholders*

It is hoped that there will be collaboration in spatial alignment, considering that the massive expansion of the Kinansyah Group has an impact on the development of regional infrastructure in Jember Regency.

For the Next Researcher

This study uses phenomenology (experience), the researcher is then advised to use an ethnographic approach to see how the culture of the people of Jember Regency specifically affects the behavior of choosing housing under the auspices of the Kinansyah Group.

This research focuses on expansion, the next research can examine *Customer Loyalty* and *the effect of Word of Mouth* from existing residents on the success of Kinansyah Group's new project project.

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