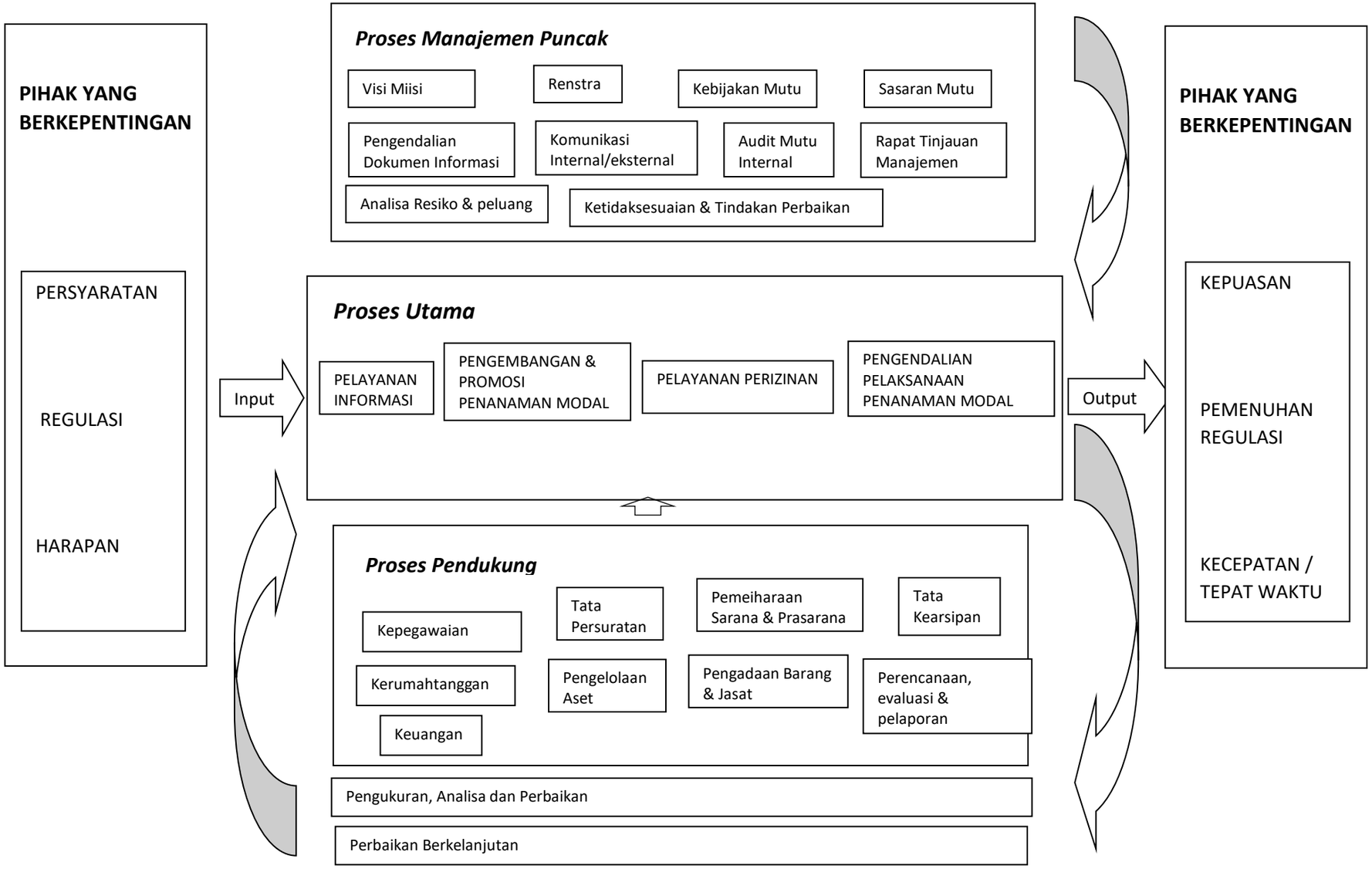PETA PROSES BISNIS