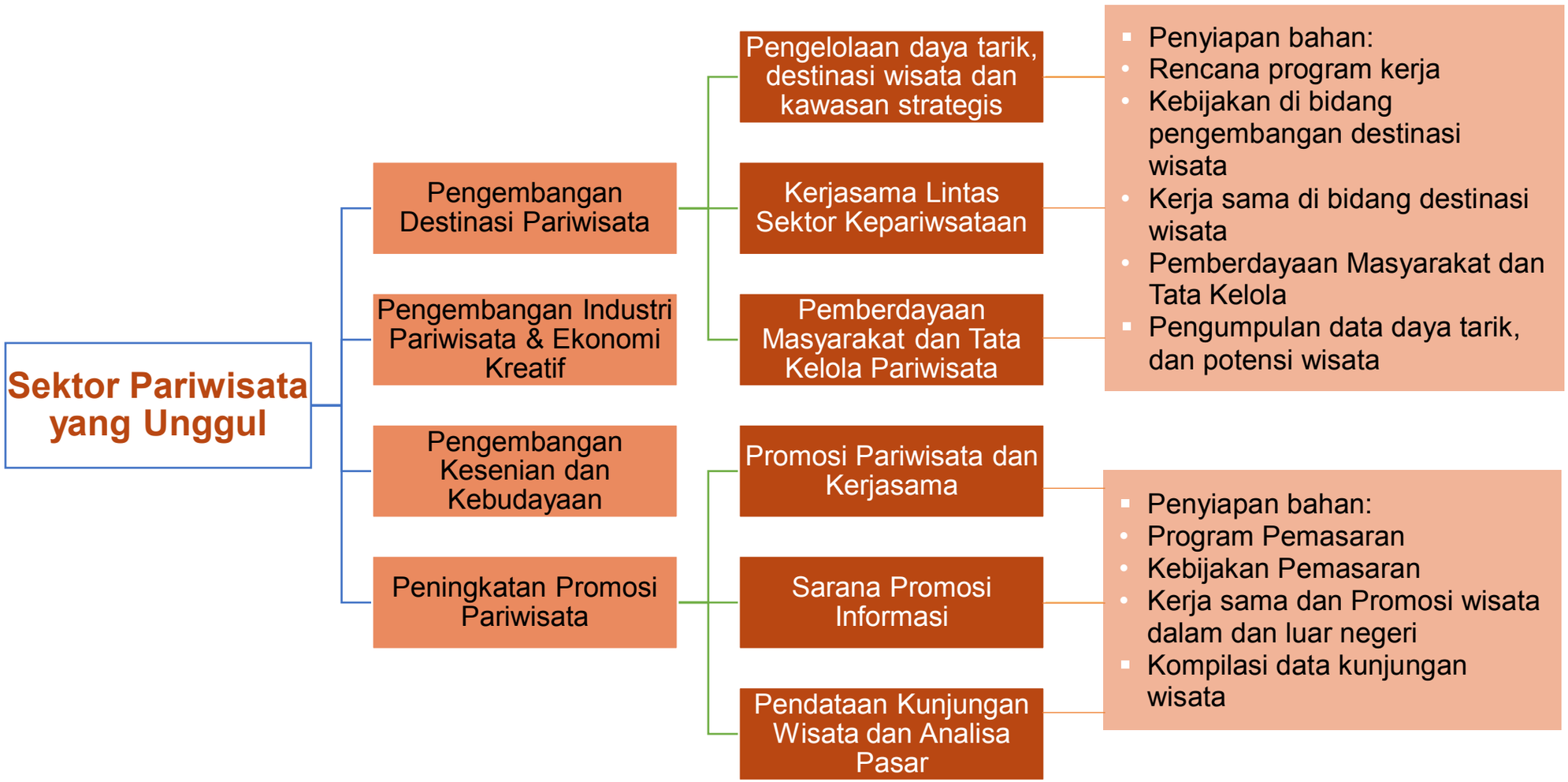PROSES BISNIS DINAS PARIWISATA DAN KEBUDAYAAN