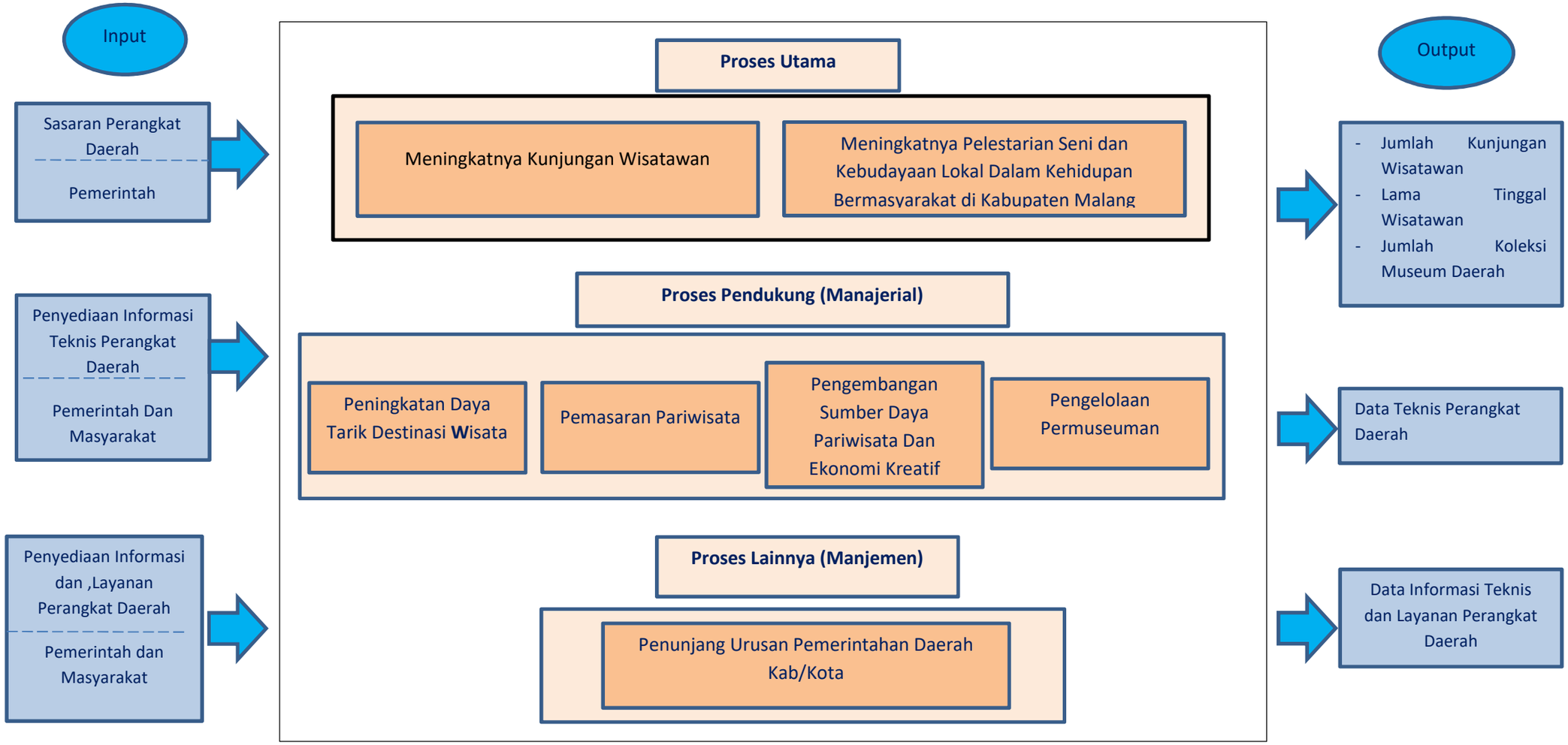PETA PROSES BISNIS DINAS PARIWISATA DAN KEBUDAYAAN KABUPATEN MALANG