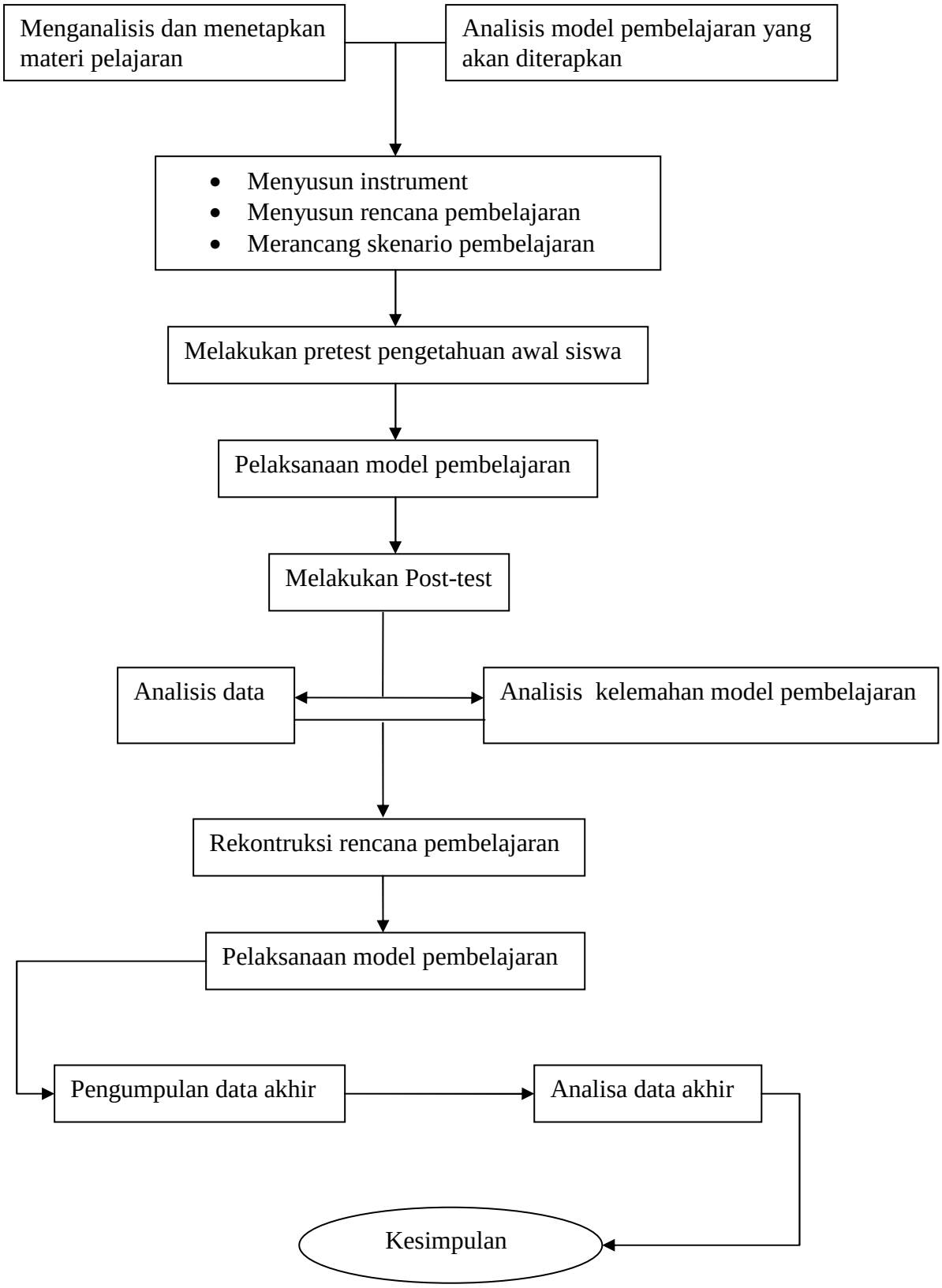RANCANGAN PENELITIAN