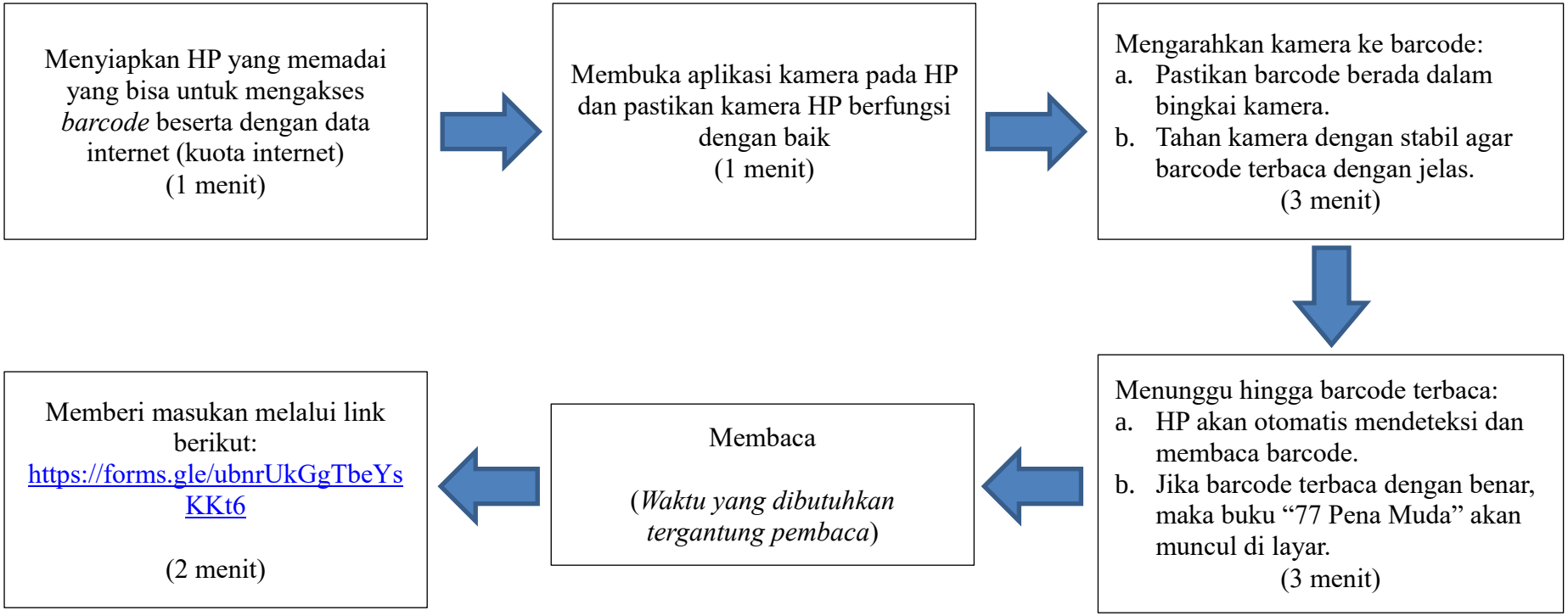KEMUDAHAN PROSES INOVASI YANG DIHASILKAN