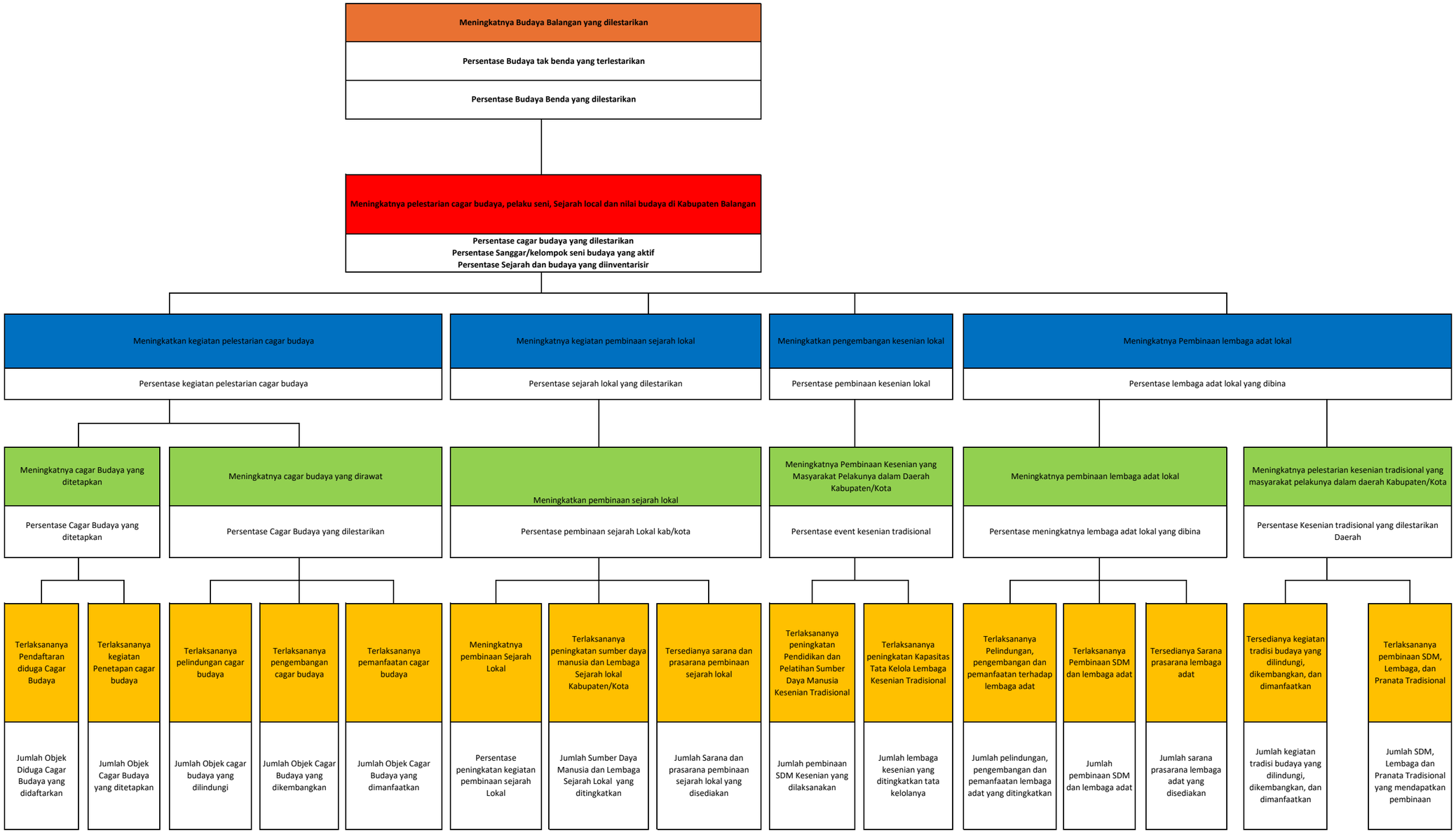POHON KINERJA URUSAN KEBUDAYAAN