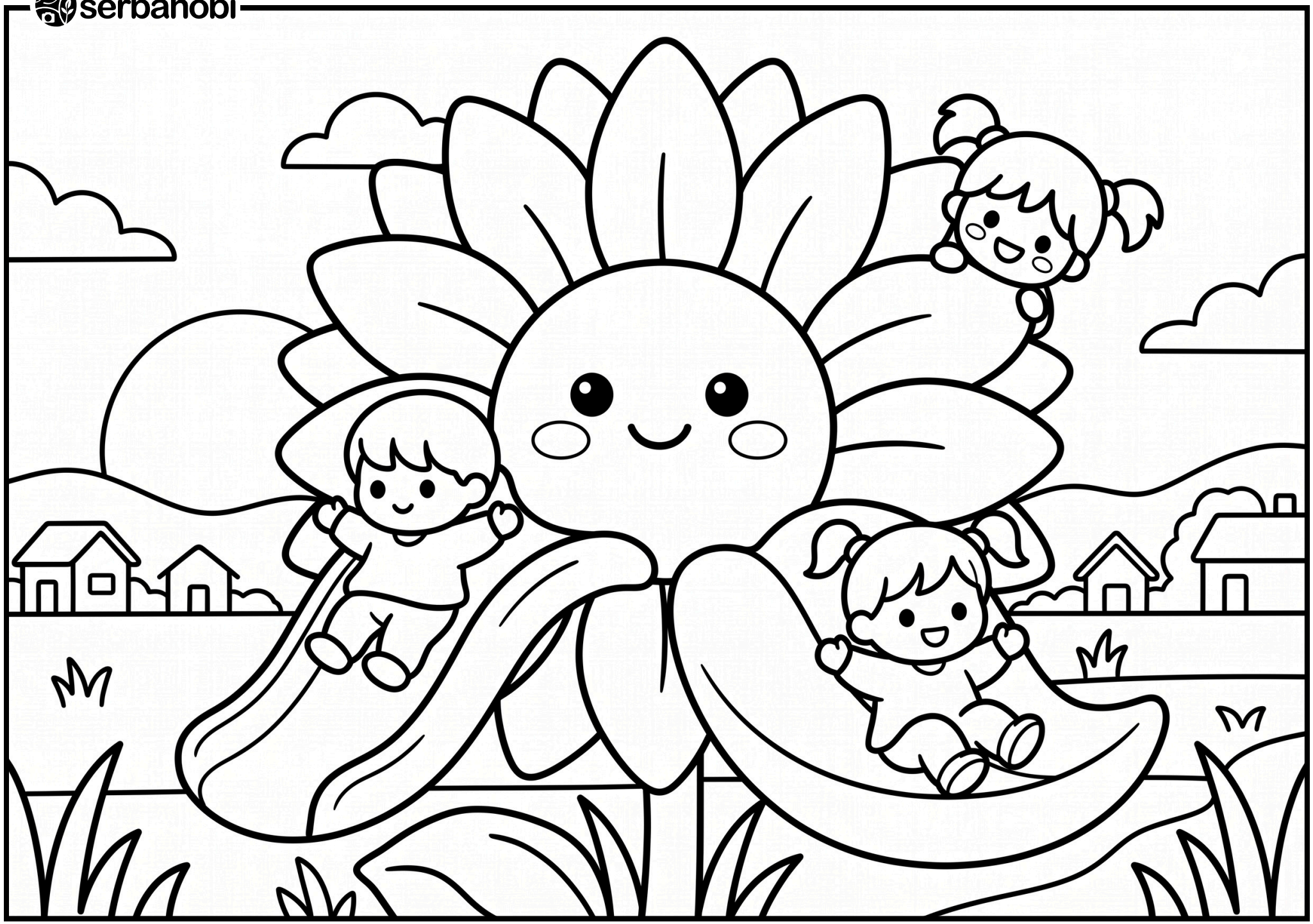serbahobi