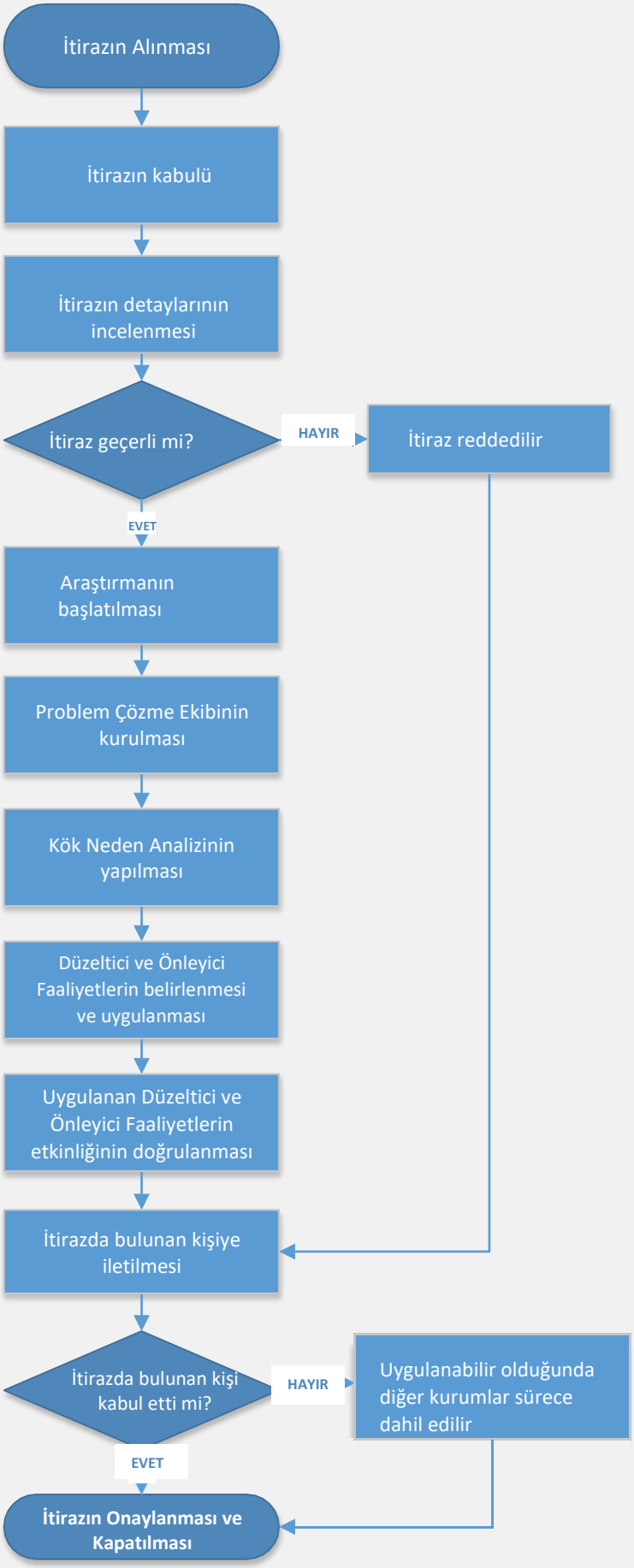İtiraz Yönetimi Süreci