

Use of Local Culinary to Support Marine Tourism on Mampie Beach Polewali Mandar, Indonesia

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ARTICLE INFO	ABSTRACT
<p>Article History: Received: 2024-02-06 Accepted: 2024-03-26 Published: 2024-03-30</p> <p>Keywords: Beach, Culinary Tourism, Marine Tourism, Potential</p> <p>Corresponding author: Herry Rachmat Widjaja Email: herryrachmatwidjaja@poltekparmakassar.c.id DOI: 10.37905/jgej.v5i1.24415</p> <p>Copyright © 2024 The Authors</p>  <p>This open-access article is distributed under a Creative Commons Attribution-NonCommercial (CC-BY-NC) 4.0 International License</p>	<p>Maritime tourism is synonymous with natural beauty, but its culinary riches are often overlooked, even though local cuisine can be a significant tourist attraction, such as at Mampie Beach, whose potential is hidden and neglected amidst the post-COVID-19 crisis. The research method used is a qualitative approach with data collection techniques using interviews, documentation, and observation, then analyzed using qualitative descriptive analysis techniques. The research results show much culinary potential, mainly traditional foods such as Baye/Golla Kambu, Kasippi, Coklat Macoa, and Co'ri. as products that can be marketed or sold in the Mampie Beach marine tourism area. However, the lack of awareness and initiative of the community, tourism managers, and local government means that the culinary potential of these traditional foods cannot support the marine tourism of Mampie Beach, so it cannot impact tourism recovery after the COVID-19 pandemic. Therefore, several strategies need to be implemented involving the community, tourism managers, and local government to optimize the existing culinary potential: First, holding regular thematic culinary events, where local traders can promote and sell their traditional dishes; Second, establishing partnerships with local businesses such as restaurants, food stalls and local food producers to introduce and serve regional specialties at tourist attractions, and Third, carrying out culinary tours and cooking courses, where tourists can learn about local culinary culture while enjoying authentic dishes served by local people.</p>
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1. Introduction

Indonesia is the largest archipelagic country in the world, with 17,508 islands inhabited by more than 360 ethnic groups ([Kementerian Luar Negeri Indonesia, 2018](#)). Tourism is a trip carried out temporarily from one place to another, intending not to try or earn a living in the place visited but to enjoy the journey for sightseeing and recreation to fulfill the desires of individuals or groups. Tourism was one of Indonesia's most significant contributors to foreign exchange ([Widokarti, 2022](#)). This contribution was what caused Indonesia to become the most popular tourist destination for foreign tourists.

Inseparable from this, tourist attractions also support the running of tourism businesses because they are one of the destinations for tourists to travel. According to Spillane ([Spillane, 2017](#)), tourism is a tourist attraction or destination that must include five essential elements to satisfy tourists in enjoying their trip: attractions, facilities, infrastructure, transportation, and hospitality. Attractions attract visitors, while adequate facilities ensure comfort ([Alhazzani et al., 2021](#); [Cheng et al., 2022](#)). Good infrastructure and efficient transportation support a smooth tourist experience ([Xu et al., 2023](#)). Friendliness from residents and tourist staff is also essential to increasing visitor satisfaction ([Li et al., 2023](#)). By optimizing these elements, tourism destinations can increase their attractiveness and provide a satisfying experience for visitors.

Various tourist activities were supported by various facilities and services provided by the community, entrepreneurs, the government, and local governments. One component of tourism that was currently developing rapidly was the hotel business. It cannot be denied that accommodation facilities prioritizing guests' comfort were highly expected by every visitor or tourist visiting a country or destination. One of them that exists in tourism and was a reference for attractions and tourist attractions was marine tourism, where marine

tourism utilizes natural resources without ignoring other tourism potentials that a tourist destination has. (Collins-Krener & Wall, 2007) Provide an overview of marine tourism; the term was part of nature-based tourism. Marine tourism activities invite challenge, courage, tranquility, history, and, more importantly, love for the natural marine environment and its life. Culinary integration in marine tourism is vital to attracting and satisfying visitors (Li et al., 2023). With its fresh seafood and unique local specialties, this maritime destination can provide an unforgettable culinary experience (Ermolaev et al., 2019; Windasari et al., 2024). Visitors can enjoy seafood dishes using various cooking techniques and explore local markets or beachside restaurants with varied local menus. Activities such as local food festival tours will also enrich the tourism experience by involving tourists in the local culinary culture. This not only pleases visitors' palates but also introduces them to the natural and cultural riches of the destination.

Marine Tourism Parks were generally located in a natural, relaxed, and healthy environment for optimal recreational activities. Local or domestic tourists often visit Mampie Beach marine tourism to see the turtle-breed tourist attraction. Hence, tourists only focus on the breeding tourist attraction rather than other beach attractions. There was an excellent opportunity for tourists to visit the other side of the beach to become a tourist attraction, such as providing culinary tours or serving and selling market snacks or traditional specialties from the area so that tourists could enjoy the tourist attraction to the fullest.

Marine Tourism Parks could increase regional income and the income of local communities. Tourism development based on local resources will have a double effect on other economic sectors by increasing added value and people's income. Tourism development based on local wisdom will trigger the achievement of tourism development goals, namely economic growth and community welfare (Anwar et al., 2018). Increasing the labor intensity used in tourism development was not only expected to increase people's income (Deng et al., 2023). However, it can also create job opportunities, increase regional income, and provide welfare for the people living in the area (Benítez-Aurioles, 2022).

Sectors affected include accommodation and food and drink, the processing industry (especially textiles), and trade. Many still work with informal worker status (Abbas et al., 2022). Many entrepreneurs experienced bankruptcy during the pandemic due to financial limitations (International Labour Organization, 2020). This capital limitation was due to unequal asset access (Kende-Robb, 2019). In the tourism industry, there was a significant decline in the arrival of foreign tourists, cancellations of airline tickets and hotels, and a decrease in bookings. The decline also occurred due to the slowdown in domestic travel, especially domestic tourists, people's reluctance to travel, and fear of the spread of the impact of COVID-19 in tourist areas (Sarira et al., 2023a). COVID-19 effect also occurs when the decline in tourism and travel businesses impacts MSME businesses, informal workers, and employment opportunities (Jannah et al., 2022).

Mampie Beach marine tourism was a tourist attraction that had become a favorite place for a holiday. Apart from that, this beach was also usually the venue for events held by the local tourism office. In marine tourism, culinary tourism was needed to support the operation of Mampie Beach marine tourism. Another thing was the existence of culinary tourism, which could increase the number of visits in the future, increase human resources, and increase the income of the surrounding community. Culinary tourism with delicious regional food and drinks was essential to attracting tourists to tourist destinations (Siriyayasa et al., 2023).

Mampie Beach still needs culinary tourism facilities and only has small stalls opened by the local community. However, during the COVID-19 pandemic, the stalls were closed, so that after the COVID 19 pandemic there had not been a return to the same thing or anything else; this could have excellent potential in supporting marine tourism, including restoration and restructuring carried out by the local government. With the vacancy in culinary tourism facilities following the closure of local stalls during the pandemic, this research aims to identify new opportunities for developing culinary tourism that can increase the attractiveness of these marine tourism destinations. Apart from that, this research also aims to provide recommendations to the local government regarding strategies for restoring and improving culinary tourism facilities at Mampie Beach so that it can increase tourist visits and support local economic growth. Based on the background that had been described, the researcher chose the title "Potential for Culinary Tourism Post the COVID-19 Pandemic in Supporting Marine Tourism at Mampie Polewali Mandar Beach, West Sulawesi".

2. Method

This research was conducted at Mampie Beach, Wonomulyo, West Sulawesi (Figure 1), by examining data from interviews and documentation. This research used a qualitative approach. According to (Moleong, 2010), qualitative research aims to understand the phenomena experienced by research subjects, for example, behavior, understanding, motivation, and actions holistically through descriptions in the form of words and language in a unique natural context by utilizing various scientific methods. A qualitative approach allows

researchers to deeply understand the meaning of culinary tourism experiences, including visitors' preferences, perceptions, and emotions toward food and culinary places. Through interviews and documentation, qualitative research can explore the subjective aspects underlying food choices, interactions with local communities, and the impact of culture on culinary experiences. In addition, a qualitative approach also allows researchers to capture the social, cultural, and historical context that influences the dynamics of culinary tourism, providing a more comprehensive understanding of the phenomenon's complexity. Thus, a qualitative approach can effectively reveal the diversity and complexity of culinary tourism experiences and provide valuable insights for developing promotional strategies, destination management, and local economic development.

The data obtained in this research was based on the source, namely primary data obtained during observations at Mampie Beach. The data obtained was in the form of images, facilities, and files. Secondary data was obtained from sources indirectly but had been collected by other parties and processed in archives, books, reports, journals, articles, and other documents.

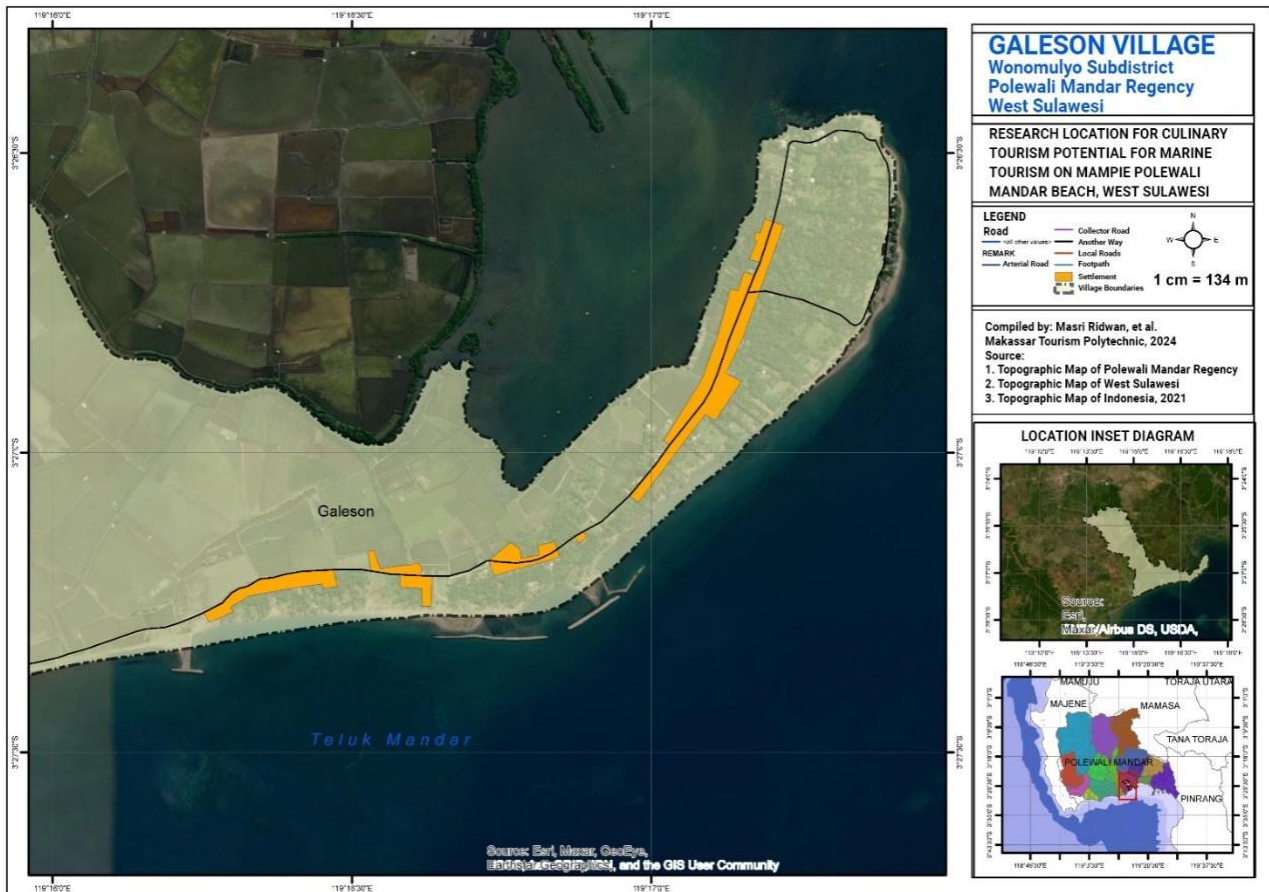


Figure 1. Research Location

This research analyses the potential for culinary tourism after the COVID-19 pandemic to support marine tourism at Mampie Polewali Mandar Beach, West Sulawesi. Research informants were purposefully chosen. Purposive sampling was used to select respondents with relevant knowledge about culinary tourism, such as stakeholders, local communities, and tourists, ensuring a diversity of perspectives. Snowball sampling expands respondents' networks by asking them to recommend other relevant individuals or groups. Combining these two techniques allows research to capture various insights about culinary tourism in the destinations studied. Research subjects were relatively few and selected according to research objectives, but research subjects can continue to increase according to needs. Snowball sampling was carried out because the information was not enough from just one source; later, informants would point to other sources that could provide information, and so on, until the information saturation point, including the regional government, stakeholders, local communities, and tourists.

The data collection techniques used in this research were observation or direct observation, interviews, and documentation. The researcher began data analysis as the final process after collecting the data. This research data analysis was based on the steps of qualitative research data analysis proposed by Interactive (Sugiyono, 2016): reducing, presenting, and concluding data. Data reduction involves organizing, coding, and grouping

data to identify emerging patterns, themes, or concepts. After the data has been reduced, the presentation step involves arranging the coded and grouped data into tables, diagrams, or structured narratives to facilitate understanding. Finally, the conclusion involves interpreting the data presented to draw conclusions or main findings relevant to the research question, often linking them to relevant theory or literature. Through this process, qualitative data analysis can help researchers understand the studied phenomena more profoundly and comprehensively.

3. Results and Discussion

3.1. The local culinary potential that can support marine tourism after the COVID-19 pandemic at Mampie Polewali Mandar Beach, West Sulawesi

Understanding the real potential of local culinary delights includes utilizing traditional specialties as a product that can be marketed or sold in the Mampie Beach marine tourism area. Apart from that, by collaborating with the local community to provide products, there was currently no culinary use, so Mampie Beach marine tourism had yet to run optimally. So, it could be more optimal to provide facilities and infrastructure for marine tourism, especially considering that we are currently in the post-COVID-19 pandemic, where tourists will feel bored doing activities that have been done from home and will travel, with the aim of vacation. This was due to the need for more initiative from the local community, stakeholders, and government to support this culinary potential as additional income in the Mampie Beach marine tourism area. The culinary potential that can support marine tourism on Mampie Polewali Mandar Beach itself is traditional culinary or specialty food originating from Polewali Mandar itself, so basically, apart from supporting marine tourism, it can even help market and introduce the traditional specialty food of Polewali Mandar itself. These traditional foods will differ from region to region and can become foods and souvenirs typical of that region ([Harsana & Triwidayati, 2020](#)).

Increasing the culinary offer at Mampie Beach, in particular, can be essential in driving the development and increasing the success of marine tourism in this destination. By introducing unique and authentic local dishes, this destination will attract tourists looking for unique culinary experiences, resulting in increased visits and income for local businesses. Apart from that, increasing the quality and variety of culinary offerings can also increase the level of tourist satisfaction, help strengthen the destination image, and increase the competitiveness of Mampie Beach in an increasingly competitive tourism market. Thus, increasing culinary offerings will impact the tourist experience, local economic growth, and Mampie Beach's position as an attractive and competitive marine tourism destination.

Polewali Mandar, of course, also had cultural diversity, like most regions in Indonesia. One thing you can enjoy is a variety of typical Polewali Mandar foods. The following is a list of typical Polewali Mandar foods, which can also be used as typical Polewali Mandar souvenirs. First, *Baye* or *Golla Kambu* ([Figure 2](#)). The first typical Polewali Mandar souvenir was *Baye*. *Baye* or *Golla Kambu* was one of several typical Polewali Mandar foods that enrich culinary tourism in Polewali Mandar. This food was known to most of Polewali Mandar, West Sulawesi, and even outside Sulawesi.



Figure 2. *Baye* or *Golla Kambu*
Source: Researcher, 2023

The results of observations from interviews at UKM *Golla Kambu* (Mega Risky Store) that UKM *Golla Kambu* was currently implementing after the COVID-19 pandemic were implementing good service and packaging products that were made as attractive as possible. It can be seen in the picture that *Baye/Golla Kambu* entrepreneurs were more interested in using packaging made from natural, local raw materials, namely banana leaf peels, which, before the pandemic, used plastic packaging. This was a lexicalization of the local community's cultural language in facing the pandemic crisis (Nugrahani & Parela, 2022). Post-pandemic conditions "force" producers to implement and run businesses with the principle of reducing risks to the minimum possible, one of which was customer satisfaction. Risk reduction strategies refer to the process by which consumers attempt to reduce the perceived uncertainty in purchasing a product or service (Suni et al., 2022). The pandemic, viewed as a global event, can be considered an opportunity to make future travel experiences of higher quality by making them more memorable (Rijal & Ghimire, 2016).

Second, *Kasippi*. *Kasippi* (Figure 3), a delicious typical Polewali Mandar food, is often used as a souvenir when visiting Polewali Mandar because it is easy to carry and is light in weight. However, good packaging would help ensure this *Kasippi* was not destroyed during the trip.



Figure 3. *Kasippi*
Source: Researcher, 2023

Third, *Macoa* Chocolate (Figure 4). *Macoa* Chocolate was often said to be the chocolate of the Mandar people because it was the only and first chocolate bar producer in Polewali Mandar. West Sulawesi was the largest producer of cocoa beans. (Jayanti et al., 2021) It was stated that the added value obtained from 80% maca dark chocolate bars is IDR 406,640 per kilogram, with a total production of 80% maca dark chocolate bars of 27.6 kilograms per production period in Wonomulyo District, Polman Regency. *Macoa* chocolate was processed from selected raw materials obtained from native farmers in West Sulawesi. This chocolate comes from quality beans from healthy and hygienic fermentation. The processing process was based on the results of observations on the CV. Putra Mataram in the form of chocolate bars melted and molded into various shapes of chocolate candy. Add various fillings such as nuts, dried fruit, or caramel for flavor variations.



Figure 4. *Macoa* Chocolate
Source: Researcher, 2023

Another typical food was called *Co'ri* (Figure 5); this traditional snack with a caramel taste sensation was unique because it was served in small pieces of bamboo. This way of serving was one strategy to attract the attention of visitors who wanted to try *Co'ri*.



Figure 5. *Co'ri*.

Source: Researcher, 2023

Based on observations and interviews, traditional *Co'ri* food was one of the best sellers during and after the pandemic. There were many requests made in the Wonomulyo District area and sent to neighboring districts such as Majene, Mamuju, and even Makassar. *Co'ri*, a traditional food containing ginger and palm sugar, was believed to have many health benefits. There are several functions of utilizing local cuisine after the pandemic in maintaining the resilience of the tourism industry, starting from the food health approach, global trends that tend to lead to original cuisine, consumers' desire to taste unique and healthy food, and the use of environmentally friendly food. According to (Aksakalli Bayraktar et al., 2023), Travellers who like local food are usually concerned with healthy food choices. Their view of locally produced food as healthy is linked to perceptions of sustainability and stated that Red Ginger Extract Jelly Candy can be claimed as a snack source of antioxidants (vitamin C), in line with (Melviani et al., 2022), who stated that the product in the form of ginger candy can increase the body's immunity during the pandemic, which can also be used as a new entrepreneur for the community so that it can increase economic value.

Local culinary and cultural knowledge as a tourism marketing method in the future. Operationally, (Berni et al., 2022) suggest that the main activity that can create synergies between culture, history, and nature is exploring food, places, and people to get the "story" of local food. Reflecting on the marketing model of the tea beverage industry so far, not much has been socialized about the social conditions, the farming community, how their background, and local traditions widely by local tea producers (Sita et al., 2021). (Su et al., 2019) states that such practices lead to income disparities within the community that cause social problems in the long run. In this condition, local cuisine is utilized with a tourism approach by creating attractions on the unique aspects of the tea industry. So the development of local cuisine at Mampie Beach, still using local ingredients and traditional methods, is part of the resilience that needs to be developed. Mampie Beach's locality-based culinary enterprises can be integral to the resilience of the tourism industry if the village is the focus of attention. (Yang & Smith, 2023) propose developing targeted policies, programs, and promotional efforts to facilitate more localized response efforts.

Promoting local culinary delights in harmony with cultural heritage and environmental sustainability in the Polewali Mandar area can be a sustainable solution. The Mandar tribe has a long history in Indonesian civilization. According to (Azis and Andriani, 2021), literary works of the Mandar Tribe are fiction, but literary works contain life values in the form of mandates that can be applied. In addition to fictional stories, (Hannani et al., 2022; Husain & Fathiyah, 2022) revealed that Mandar people are people who uphold values, and the practice of Mandar culture is identical to the teachings of Islam. Reflected in the lives of the Mandar people,

such as processed food products based on local wisdom (Syamsuri et al., 2022), Utilization of marine products that still prioritize environmental sustainability (Ardiansyah, 2023; Tahara & Bahri, 2019), As well as the resilience of Mandar coastal women in playing a role as community welfare (Indrawati et al., 2021). All are very important in optimizing local cuisine in sustainable tourism. By introducing traditional Polewali Mandar food that uses local, sustainable ingredients, this culinary promotion can respect and maintain local cultural heritage while paying attention to environmental sustainability. This step helps address potential challenges or concerns regarding cultural appropriation or negative impacts on the environment while providing economic benefits to local communities. With the right approach, local culinary promotion can be a powerful tool in supporting sustainable development that considers cultural and environmental aspects.

3.2. Culinary potential in supporting marine tourism after the COVID-19 pandemic at Mampie Polewali Mandar Beach, West Sulawesi

Tourists travel from their place of residence without staying in the place they are visiting or only temporarily staying in the place they are visiting—tourists as travelers who make short trips. Polewali Mandar Regency still relies on visits from domestic tourists or local tourists. The number of tourists visiting Polewali Mandar Regency had a different cycle each year. In 2017, the number of tourists experienced a spike of 451,687, or an increase of 58.63%. In 2018, The number of tourists visiting Polewali Mandar decreased again, namely 220,292, or a decrease of 51.08%. In 2019, tourist visits to Polewali Mandar increased significantly, with the number 451,557, or a percentage increase in the number of tourists of 104.35% from the previous year.

In 2020, there was another decline of 46.64 due to the COVID-19 pandemic, with tourists only 240,953, consisting of 240,948 domestic tourists and eight foreign tourists. In 2021, because there was still a pandemic, only 225,637 domestic tourists will travel. One hundred eighty-eight foreign tourists visited Polewali Mandar in 2017, 719 people in 2018, and 589 tourists in 2019. If you look at the records of West Sulawesi in Figures for 2021, Polewali Mandar Regency was the most significant contributor of tourists in Sulawesi West, namely 40% (BPS et al., 2021).

Tourist travel for some advanced societies was considered a required activity (Ashoer et al., 2021); it can be used as a routine activity, for example, every weekend or at the end of the year. Tourism was a priority for those who wanted to escape their work environment and their usual lifestyle or go to a quiet place away from the crowds to contemplate and find inspiration. Generally, they spend time with their family, enjoying quality time traveling. Those in the upper middle class do not hesitate to spend quite a lot of money to finance their travel trips for inner satisfaction and to relieve fatigue. Because within humans, there were instincts and desires or desires to fulfill their survival, the desire to know, and the spirit of adventure drives humans to travel. Mampie Beach tourism is one choice of beautiful places to relax with family and enjoy the fantastic nature, suitable for those who want to take a break from their work routine or are looking for calm and inspiration.

Humans were always dynamic; their dynamism was reflected in their desire to travel across and enjoy the objects and attractions they visited. This desire to know demands an outlet and, for many people, has become a necessity. To sustainably develop marine tourism activities in Polewali Mandar Regency and maintain the ecosystem balance in coastal areas. It was necessary to know the spatial carrying capacity for these activities proportionally. Business tourism must pay attention to environmental aesthetics and maintain natural beauty without ignoring the satisfaction visitors want to achieve.

In this case, it was known that the culinary potential of the lack of initiative from the community, stakeholders, and local government means that marine tourism will also continue as usual without other additional income. This was due to the need for more information the management obtained regarding what can support marine tourism, especially in increasing income, such as culinary tourism, which will support Mampie Beach marine tourism, especially in the post-COVID pandemic. Thus, a quality information system was needed to campaign for the culinary potential in Polewali Mandar.

Several steps are recommended to develop culinary tourism offerings and integrate them into the overall tourism experience at Mampie Beach. First, collaboration with local business actors such as restaurants, food stalls, and local food producers to promote and serve regional specialties using local raw materials. Furthermore, they hold regular thematic culinary events or festivals to attract tourist interest and provide unique culinary experiences. In addition, organizing culinary tours and seafood or local culinary cooking courses can also add an interactive dimension to the tourism experience. Lastly, leveraging social media to promote culinary offerings and create unique dining experiences, such as dining on the beach or a cruise ship, will increase the appeal and make a memorable impression on tourists. With these steps, Mampie Beach can develop an attractive culinary tourism offering and provide visitors with a memorable and authentic experience.

The current profile of modern tourists when traveling is that they utilize interactive technology (Jasman et al., 2023). Quality interaction between consumers and producers was a fundamental factor in developing the tourism market (Bilgihan et al., 2014). The future of tourism development was influenced by interactive information through technology and databases tailored to tourist needs. Besides that, technological information must show the quality of tourism products available at the destination. In this context, the availability of technology in a destination was a facilitator between tourist attraction managers and tourists (Agag & El-Masry, 2017). Ideally, information about local culinary delights at Mampie Beach, Polewali Mandar, can be connected through information service providers that all parties can access.

The importance of coordination, promotion, guidance, and even many other things from the local government, in this case, the Tourism Office, is by providing support, even regulations and input for marine tourism, bearing in mind that (Kasim et al., 2023; Sarira et al., 2023b). In marine tourism, many problems will occur, such as abrasion, which will damage the coastal area (Sejati et al., 2022). Therefore, building coastal protection structures and planting coastal vegetation to maintain the sustainability of marine tourism activities on Mampie Beach. Another thing that will be utilized and will continue to run is the culinary potential provided. This has yet to be done so that it impacts income like that every day; tourism in the Mampie Beach area will be hampered if abrasion occurs because the gazebo area will, of course, not be used for a while by tourists. It is also essential to provide outreach for tourism business actors to continue developing Mampie Beach marine tourism by collaborating with several companies to create events and festivals.

4. Conclusion

Research on the Utilisation of Local Culinary to Support Marine Tourism at Mampie Beach Polewali Mandar has produced new ideas for the resilience of the tourism industry after Covid 19. Mampie Beach can enrich the culinary tourism experience and strengthen the involvement of local stakeholders in developing its marine tourism destination. It is also essential to highlight the role of effective marketing and promotion in attracting tourists to enjoy culinary delights at Mampie Beach, especially amid tourists' boredom with activities done from home during the COVID-19 pandemic. Several potential strategies can be considered to address the environmental challenges faced by Mampie Beach marine tourism. Firstly, coastal conservation efforts can be carried out by supporting coral reef rehabilitation, mangrove planting, and marine biodiversity monitoring. Secondly, sustainable tourism practices should be implemented, such as good waste management, use of renewable energy, and limiting the number of visitors not to exceed environmental capacity. In addition, community-based tourism initiatives can increase local participation in environmental management and maintenance. Stakeholder engagement and cooperation, including government, local communities, businesses, and non-governmental organizations, is critical in addressing environmental issues and ensuring the long-term sustainability of marine tourism activities. With solid cooperation and shared commitment, Mampie Beach can become an example of a sustainable and environmentally friendly marine tourism destination. This research is limited to identifying culinary utilization as a consideration in developing the resilience of the tourism industry, especially in the village. Future research is needed by comparing the resilience of local culinary tourism and other economic activities in the village area, such as beach tourism activities, homestay businesses, and handicrafts, so that the impact of the research is more comprehensive in realizing Galeson village as a tourist village. In general, this research produced findings about the potential of culinary businesses in the Magpie Beach area of Galeson village that contain local knowledge relevant to global tourism trends oriented towards sustainability, environmentally friendly, and uniqueness.

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