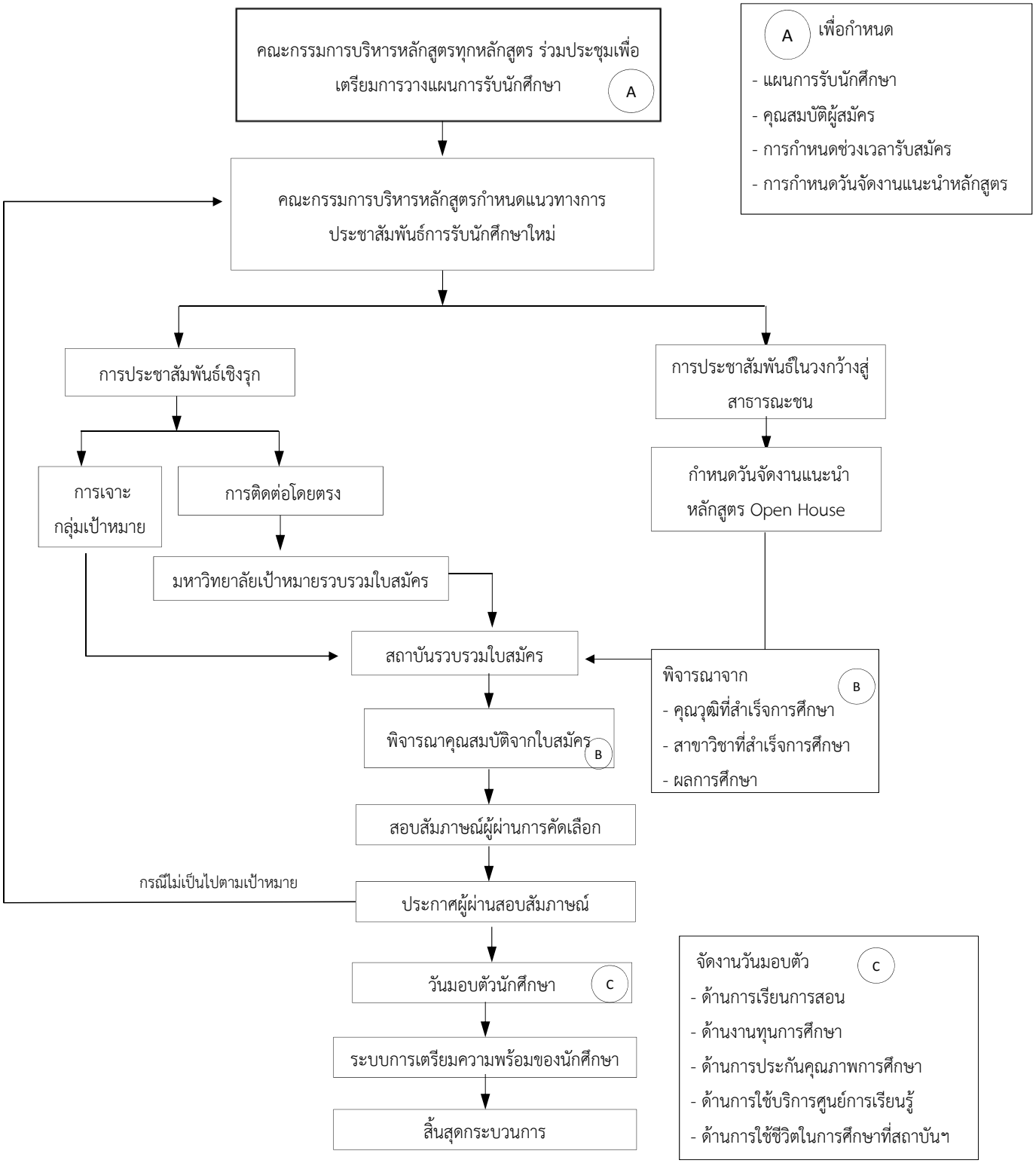การรับนักศึกษา