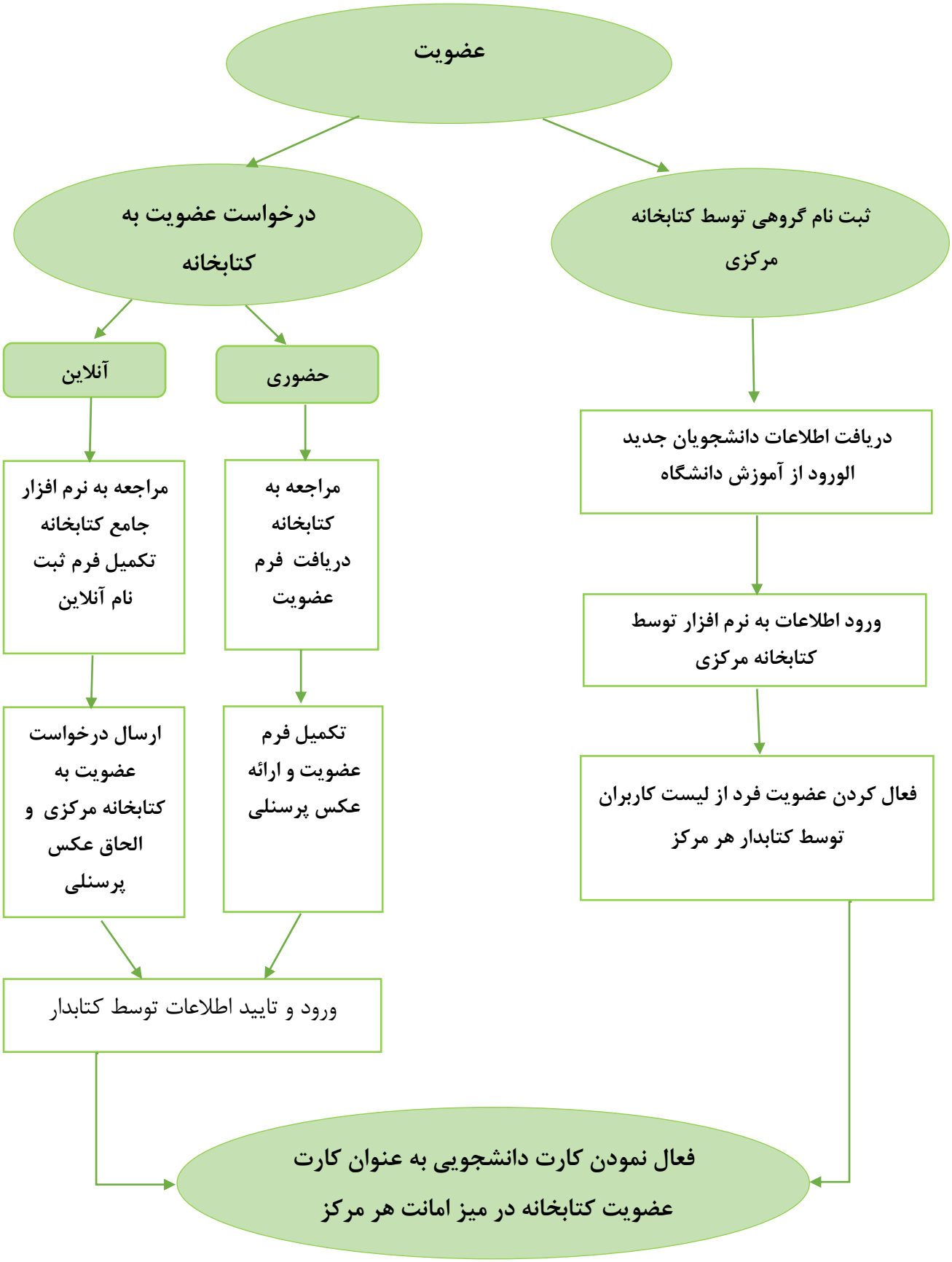فرآیند عضویت