

ABSTRACT

To convey accurate message of bilingual advertisement, translators should use appropriate translation method and strategies during translating the advertisement. In translating advertisement, in this case a company's brochure, the significant factor is the translators must convey not only the meaning of the brochure, but also reconstructin the style of the brochure from the source-language. A company's brochure was analyzed in this report using Newmark Theory of Translation Methods and using Hatim and Munday Theory of Translation Strategies. There is one translation method found, it is literal translation method. In the meantime, there are three important strategies that were used including form and content, literal and free, comprehensibility and translatability.

Keywords: translation methods, translation strategies, advertising, brochure