

ABSTRACT

As humans are naturally curious individuals, every person needs to stay updated about what is happening worldwide. In doing so, there are several ways to satisfy the humans' necessity to be updated, such as accessing online articles. As a result of globalization, news spreads rapidly, including international infotainment. Infotainment is a combination of information and entertainment to please the audience. Moreover, infotainment is frequently used to captivate the target reader to read it as entertainment. As the writer analyzed her infotainment articles in New Malang Pos, the writer found out that among thirteen strategies that is stated by the experts, the strategies that frequently used to translate infotainment were description, particularization, generalization, synonymy, addition, and subtraction. In this final report, the writer also discussed about inverted pyramid as a way to serve international infotainment translation news, including writing captivating headline, news lead and news body as a complementary information of the news. This final report is written in terms of analyzing what translation strategies and how is a translation news article served in New Malang Pos.

Keywords: infotainment translation, translation strategy, writing translation news criteria