

ABSTRACT

This final report aims to discover what methods were used when translating captions for social media promotion and what challenges were found when translating captions for social media promotion. The English language plays a vital role in expanding business worldwide. According to Hartono (2020) there are eight methods that can be used in translating SL (source language) to TL (target language), which are Word-for-Word, Literal Translation, Idiomatic Translation, Semantic Translation, Adaptation, Free Translation, Faithful Translation, Communicative Translation. Each method has its characteristic of translation result and depends on the purposes of the translation result. In this final report, the writer used two kinds of translation methods: Communicative Translation and Free Translation in translated the caption for social media promotion. In terms of challenges, the writer found three limitations in social media promotion: Awareness of the Brand, Target Audience, and Strategies to Boost Customers Buying Interests. The writer used documents in the form of caption and observation as her data collection in conducting this research. This research was carried out in PT. Cipta Amanah who runs a business in garments production for two months.

Keywords: translation methods, translating challenges, caption role, social media promotion.