

ABSTRACT

In the digital age, a company's website has become an important tool for reaching a global audience. PT Molca Teknologi Nusantara's website, which is only available in English, has the potential to limit access to information for domestic customers. The customer's inability to understand product information in English can result in a decline in sales and company image. This research aims to analyze the translation methods and procedures used in translating PT Molca Teknologi Nusantara's website into Indonesian, using a case study of PT Molca Teknologi Nusantara's website. The analysis shows that PT Molca's website uses the communicative translation method and the translation procedures used include borrowing, calque, synonym, addition, subtraction. Factors considered in the translation process include translation purpose, target audience, language style, and culture. By analyzing the translated content, this study aims to discover the communication strategies employed and their potential impact on user experience and brand perception. The findings are expected to provide valuable insights for PT Molca Teknologi Nusantara and other technology companies seeking to localize their online presence for the Indonesian market, ultimately leading to improved customer engagement and business growth.

Keywords: translation method, translation procedures, company website