

ABSTRACT

Nowadays, English is a worldwide communication language. it will be easier to spread information with the English language to attract people from all over the world. It is very beneficial to make bilingual captions for Instagram posts since English an international language for communication. Instagram is the most widely used social media in the world (Costill, 2014). Translating Instagram captions from English to Indonesian can be quite confusing if we don't use precise methods and procedures. The use of imprecise methods and procedures will lead to a mistranslated and incomprehensible result. The writer implemented Newmark's method of translation which are semantic and literal translation followed by several procedures. To get a proper translation, the methods weren't enough. The writer also used several procedures that are discovered by Vinay and Darbelnet (1995), and they are borrowing, equivalence, and transposition. The purpose of the precise methods and procedures is to make the translation result comprehensible for the target reader. The result of the analysis figured out some methods and procedures that could be used to translate Instagram captions based on certain objects mentioned.

Keywords: translation methods, translation procedures, Instagram captions