

ABSTRACT

Translation strategy is the theory used in this study, aiming to analyze the strategies employed in translation, as proposed by Newmark (1988). Equivalence theory, proposed by Baker (1992), aims to identify the equivalence in translation within the analyzed data. This analyzes translation strategies and equivalence in cultural terms found in tourism brochures and websites from Balinese into English. A qualitative descriptive method is used in this analysis, with data collected from tourism brochures and websites in Bali using the Technique of Translation Analysis. This study employs observation, documentation, and note-taking from the tourism brochures and websites. The result of this study showed that the translation strategies revealed six categories are; transference, synonym, (notes, additions, and glosses), descriptive equivalent, componential analysis, and adaptation. The equivalence result there are three categories are included in the data there are; equivalence at the word level, pragmatic equivalence level, and equivalence above the word level.

Keywords: *Balinese, English, Equivalence, Translation strategy*