

## ABSTRACT

This study focuses on translation techniques and equivalence strategies used in the English translation of cultural content found in *Karisma Event Nusantara Magazine*, a bilingual publication issued by the Ministry of Tourism and Creative Economy of Indonesia. Tourism discourse containing culture specific terms poses challenges in translation, especially when such terms have no direct or culturally appropriate equivalents in the target language. This study aims to identify the translation techniques based on Molina and Albir (2002) and the types of equivalence based on Newmark's (1988) theory used in translating cultural terms found in *Karisma Event Nusantara Magazine*. This research applies a descriptive qualitative method focusing on identifying and analyzing the translation techniques and types of equivalence used in translating cultural terms. The data were taken from the 2023 edition of the magazine, which presents content in both Indonesian and English. The result of the analysis shows that 12 out of 18 translation techniques proposed by Molina and Albir (2002) were applied in the data. The most frequently used techniques are adaptation (4 data), calque (4 data), description (4 data), established equivalent (4 data), literal translation (4 data). Other techniques such as borrowing (3 data), generalization (2 data), modulation (3 data), amplification (1 data), linguistic compression (1 data), substitution (1 data), and transposition (3 data) were also identified. Meanwhile, for the types of equivalence, the study found 19 instances of semantic equivalence and 15 instances of communicative equivalence, based on Newmark's (1988) theory.

**Keywords:** *Cultural Terms, Magazine, Translation, Translation Techniques, Translation Equivalence*