

ABSTRACT

Translation serves as a vital tool in bridging language and cultural differences across communities. This study aims to identify the types of cultural terms found in API Bali Magazine and to analyze the translation procedures used to transfer these terms from Indonesian (source language) into English (target language). This qualitative research adopts Newmark's (1988) theoretical framework of cultural categories and fifteen translation procedures. The data were obtained from API Bali Magazine Volume 30 through a search on the official website of the magazine. The results of the analysis indicate that five categories of cultural terms are represented: ecology, material culture, social culture, conceptual terms, and gestures and habits. Furthermore, the translation procedures employed include transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts or transpositions, modulation, recognized translation, compensation, componential analysis, reduction and expansion, paraphrase, and couplets. Out of a total of 35 data analyzed, 14 of them demonstrate the use of various translation procedures. These findings emphasize that translators must go beyond literal translation by applying multiple strategies to preserve both meaning and cultural context, making the translated content accessible and culturally appropriate for a diverse readership.

Keywords: *Translation, Cultural Terms, Translation Procedures, API Bali Magazine*