

ABSTRACT

The translation is very important, especially for those who cannot speak or understand a foreign language. Translation can also support the learning process, especially for elementary, junior high and high school students. If students are good at translating, they will acquire knowledge, improve their skills and become open-minded. Then they can creatively come up with new insights and new ideas. In this study, the method used by the researcher is a qualitative descriptive method. Regarding the research on the translation of the Covid-19 advertisement text at 21 Medan State Junior High School students, there were eight methods discussed and analyzed by the researcher. The results were obtained from the study indicate that users of the literal method were the method most widely used by students with 96% using this method, and the second position there was the free method with 88% of users using this method by students, the third position there was the addition method with 72%, in the fourth position there was the omission method with 36%, in the fifth position there was the paraphrase method, in the sixth method to the eighth method was the explication method, the generalization method, and the concretization method with each use of 0% or none used by students. The result of the research shows that the use of the literal method is more dominantly used by students and is easier to understand by students, and for other methods there are still some that have not been studied by students. Therefore, students need to continuously improve their English speaking skills and increase their vocabulary. In addition, students also needed to learn the translation method as an important guide in carrying out translation activities.

Keywords: *translation, method, advertisement, literal, free*