

ABSTRACT

As business is rapidly becoming more global, every business needs to maintain its pace updated in terms of worldwide international open market. In order to answer this challenge, there are vast options to take for business can be linked to other businesses, such as professional business correspondence. For Business Text Translation, in this case a company's business documents, the pivotal point is that translators have to both deliver the meaning of the text, and fulfill the function of the translated text from the source text. Business texts were analyzed by using Three Rules of Skopos Theories and applying Strategic Analysis of Principles for Business English. In the meantime, there are three primary principles found, those are principle of professionalism and politeness, principle of simplification and understandability, principle of accuracy and preciseness. Also, three rules of Skopos theory consist of Skopos rule, Intratextual Coherence Rule, and Intertextual Coherence Rule. With help of these principles and rules, better understanding on translation could be achieved as well as knowledge of Business Correspondence. Although similarities among theories may have invoked confusion on determining which theories to precisely apply at some point.

Keywords: business, translation, translation principle, translation rule, business text