

CHAPTER 1

INTRODUCTION

1.1 Background of the Report

The dynamic development of global economic activities, international-domestic trade has arguably advanced greater than ever. Business English, as an internationally-recognized communication tool, has displayed a paramount stance in the activity of international trade (Lin, 2017). On the ground of age of global economy, Business English prevails to be pivotal in society and commerce because English for business is practiced in almost all kinds of business fields

Language is always integral main instrument of cross-cultural communication. As it shows an important impact in culture, interlingual translation is not only the transfer of two foreign languages, but also two cultures (Juan, 2018). Translation and culture are strongly intertwined process that can not be ignored. Consequently, the more differences are discovered, the more exchanges of values are made. Because of great diversities ranging from social status, gender, race etc, translation field expands rapidly; In addition, the only alternative to obstacle of transfer of information is to apply translation activity which is crucially necessary to overcome language barrier and deliver information as accurate and communicative as possible. Sundari and Febriyanti (2017) stated that translation is an activity of conveying the meaning from the source language into the target language.

Business English translation is specifically considered discipline for special purpose. This specific task requires special features of its own which highlights informative and communicative texts. As smooth communication highlights the idea of communicative, complete offer of information emphasizes the idea of informative, resulting in reader capable of comprehending language of the text as well as the information (Zhang, 2016). A process of business communication as specific as Business English requires translated text to be direct at an intended correspondent in terms of terminology, accuracy, formality by exchanging meanings from source language to target language. Moreover, in a rapidly changing world, English does not simply become a common culture absorbed by global society, and miscommunication is fragile in business world with lack of specific cultural reference (Leonardi, 2009). Hence, translation is expected to mediate mutual understanding of business such as etiquette and corporate culture from different nations. According to Catford (1965), it comes to the conclusion that translation practice executed an exchange of message between two distant languages from a text in source language to a text in target language. In brief, translation is an activity of delivering message from source text target text over written expression.

Business text translators have a great responsibility to make the message understandable to the company's correspondent; Therefore, good principles and rules are needed in the translation process to support the translator's works. In transport services, Industries had different backgrounds and some companies were from overseas. Transport companies would link the clients and the senders.

Therefore, Business text translation would help company ease their correspondence better because business text translation is not only written in Bahasa Indonesia but also in English. The translated advertisement will reach more potential customers, especially overseas. According to Bowang (2016), a business text is a text which includes business contracts, delivery administration papers, commercial transport papers, etc. A business text can be perceived as a correspondence element of a company. In brief, the company business text plays a role in the company because it becomes a formal communication to other companies.

The writer conducted the internship program in PT. Raya Karya Transport for two months. PT. Raya Karya Transport appears as one of Indonesian transport services that focused on land transportation. In addition, There are two divisions in PT. Raya Karya Transport, namely they are chemical division and material division. While Chemical division is focused on transporting liquid chemicals, Material division is focused on transport materials and finish goods. In PT. Raya Karya Transport, the writer was posited as staff of Transport text translation. This division has task of producing transport text translation and storing texts in directory.

In this division, the writer was assigned to be an translator. His task was to translate business texts stored in PT. Raya Karya Transport directory. The challenge was that the writer encountered many new abbreviations requiring him to browse other references from search engine for the similar abbreviation. He had to learn about where one abbreviation was originated from throughout his internship. Fortunately, his supervisor was very helpful, so the writer was able to have guidance in searching correct keywords to translate the abbreviation.

Moreover, the writer had to find certain text that fit with his English final report. During text translation, the writer found some texts whose structure, terminology, as well as vocabulary were different from English. Therefore, the writer was interested in translating it into English and made a report titled “Principles and Rules In Translating Transport Service Business Texts at PT. Raya Karya Transport”.

1.2 Statement of the Problem

There are some problems in this report as follows:

1. Which principles of business English translation were used by the writer in translating PT. Raya Karya Transport Business Texts?
2. Which rules of the Skopos Theory were applied by the writer in translating PT. Raya Karya Transport Business Texts?

1.3 Limitation of the Report

1. Sample size/sample bias. The writer only uses four sample business texts of PT. Raya Karya Transport because it is too difficult to observe all the earliest business texts. The reason these documents were chosen is that the documents happened to bring out interesting grammatical structure and certain aspects related to different translation methods.
2. Time/method. The writer only pick particular syntax from the documents, from 1-2 sentences, 2-4 sentences. The reason of picking particular sentences

is that those sentences provide some clues that translation methods may vary from source language to target language.

1.4 Objective of the Report

The purposes of the report in the internship are as follows:

1. To understand which principles were used by the writer in translating PT. Raya Karya Transport Business Text.
2. To apply which rules of Skopos Theory were used by the writer in translating PT. Raya Karya Transport Business Text translation.

1.5 Significance of the Report

The final report offers many educational insights for several parties including the writer himself, the alma mater, the company where he has completed the internship, and other interns.

1.5.1 For the writer

The final report is expected to be beneficial for the writer in;

1. The writer has the opportunity to discover new insights about methods or techniques that as well as the rules that become the solid guidelines in order to produce accurate business text at PT. Raya Karya Transport.
2. The writer is able to understand how to improve his formal document translating skills.
3. The writer can apply the skills in previous English subjects for business.

1.5.2 For the Alma mater

The final report is expected to be contributive for the English Diploma program in;

1. Enhancing and encouraging better connection with PT. Raya Karya Transport, Improving both academic and scientific products of students of Universitas Airlangga
2. Emboldening the quality of the students' capability of Universitas Airlangga

1.5.3 For the company

The final report is expected to be beneficial for PT. Raya Karya Transport in;

1. PT. Raya Karya Transport translators are retrieving better evaluation of their products.
2. PT. Raya Karya Transport is able to study this report as a supporting source to produce better document translations to foreign correspondent. Also, to improve PT. Raya Karya Transport business document correspondence in the English feature.
3. PT. Raya Karya Transport is able to enhance the quality of the translations which are received from foreign correspondent.

1.5.4 For other interns

The final report is expected to be beneficial for the other interns in;

1. Another new batch of interns can gain better knowledge in relation to translations, specifically how to produce accurate kind of formal translation for each type of texts.
2. Another new batch of interns can make good preparations when they have tasks at PT. Raya Karya Transport during their internship period.
3. Encouraging the interns to perform internship in the transport service business.