

## ABSTACT

Erva Fauziah Nur Hilmi, 3145040023; *The Translation of The Tipping Point: How Little Things Can Make a Big Difference*.

Translation is a process of transferring ideas, messages, meaning and purpose of that text from source language to target language. The writer is interested to translating one of English book to Indonesian, it is written by Malcolm Gladwell, entitled "*The Tipping Point: How Little Things Can Make a Big Difference*". The book contains many things about how an epidemic could spread quickly, as well as a product that we will sell, it gives a motivation to other people who will start a business. The purpose of this translation are: (1) To practice translating the book, (2) To give readers information and knowledge about each of three chapters in the book, (3) To understand the translation process from English into Indonesian, (4) To improve the translation skill in general, (5) To help Indonesian people to be able to read this book in Indonesian. The writer used five methods of translation there are word for word translation, literal translation, semantic translation, free translation and communicative translation.

Key word: business, motivation, translation

