



Related to the research findings, the total amount of the entire data is 10 slogans tourism in ASEAN. Those are divided into two, 2 slogans include type of verbal metaphor and 8 slogans include type of verbo-metaphor. The two slogans produced by Myanmar and Thailand. Meanwhile, the eight slogans produced by Indonesia, Singapore, Malaysia, Vietnam, Cambodia, Laos, Philippines, and Brunei Darussalam.

Among 10 slogans of tourism in ASEAN, 8 slogans are regarded as type of verbo-pictorial. It means 80 %. Every slogan of the eight slogans is supported 10 % of the whole amount 80 %. The eight slogans of ASEAN become the highest in the data. Then, the lowest position comes to type of verbal metaphor which is applied with 2 slogans. It is equal to 20 %.

In addition, the coherence discourse of the text in slogan tourism of ASEAN also play big role in this research. Kovecses (2010: 285-289) argues that metaphor has creativity that appears in discourse, which is through the intratextual and intertextual. In evaluating, the coherence discourse of the text in slogan tourism of ASEAN, it is showed that intratextual is the highest type in the entire data. Intratextual is the simplest way to make the reader easy to get the message of the meaning about the text in slogan. The text is important part in the promotion. Therefore, the text must be interested for the reader. Intratextual is variety discourse across 'metaphorical analogy'. It is become the effective way to make simple the text in slogan. Whereas, intertextual is included discourse though 'historically'. Historical is the difficult thing to understand for the people, especially for the reader in world advertisement.

Related to the data, this case is also distinguished into intertextual and intratextual. Intertextual consist of 2 slogans. They are Cambodia and Brunei Darussalam. Besides, intratextual have 8 slogans. Those are Indonesia, Singapore, Malaysia, Vietnam, Myamar, Laos, Philippines, and Thailand. The entire data of the text are included in 10 slogans.

The coherence texts of slogan in ASEAN are created in few numbers. Intertextual is used for 2 slogans or 20 %, which every slogan is produced 10 % in the amount. Whereas, intratextual as the highest type which exist for 8 slogans or 80 %. It followed by Indonesia, Singapore, Malaysia, Vietnam, Myanmar, Laos, Philippines, and Thailand.

To conclude the entire data, this present study produces the type of metaphor in advertisement and the coherence discourse of the text in slogan. The first finding is about the commonly type of metaphor in slogan tourism of ASEAN. The commonly type is verbo-pictorial in slogan. To summarize, slogans of verbo-pictorial is counted for 80 %. It means that there are 8 slogans used type of verbo-pictorial. And the lowest type of verbal metaphor is produced 2 slogans, which is equal 20 %. The second is about the coherence discourse of the text in slogan tourism of ASEAN. The highest type is intratextual, which is reflected in 8 or 80 % slogan of ASEAN. And the balance of 2 slogans is included type of intertextual. It is equal with 20 % of the whole data in slogan tourism ASEAN.

