CHAPTER V

CONCLUSION AND SUGGESTION

This chapter explains the findings set out to answer two questions of this present study and the suggestion for further research.

5.1 Conclusion

Forceville (2008: 272-310) noted that there are three types of metaphor in advertisement. They are, verbal metaphor, and pictorial metaphor, and verbopictorial metaphor. In evaluating type of metaphor usage in advertisement, it is noted that verbo-pictorial metaphor is the most effective way to promote tourism in slogan. Verbo-pictorial metaphors is contained both the text and the picture in slogan, which are interrelated to supports each other in slogan. This type is commonly used in slogan tourism of ASEAN. For the reason, verbo-pictorial makes the reader easy to get message of the meaning in content of slogan. Whereas, verbal metaphor become the few amount in the slogan tourism of ASEAN. Verbal metaphor is only contained the text to convey message in slogan. Verbal metaphor is not effective way to become the tool in content of slogan because the text is not accompanied with the picture to make the reader interest. Besides, type of pictorial metaphor is not used in all slogan tourism of ASEAN. The type is only contained the picture, which is become the only subject to convey message for promoting products. It becomes the reason why the slogan tourism of ASEAN is not used this type.

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 verbopictorial. 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 fist 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.

5.2 Suggestion

This present study concentrates the analysis metaphor by combining type of metaphor in advertisement and the coherence discourse in metaphor based on text. Types of metaphor in advertisement used are the whole content of the slogan. Moreover, the coherence discourse in metaphor is established through the text of slogan. Further research is suggested to apply the other theories of metaphor in order to expose characteristic of metaphor. In addition, the other linguistic device like discourse is also proposed to be applied in order to examine metaphor. Specially, relating the analysis of type of metaphor in advertisement and the analysis of the coherence discourse in metaphor very deeply can be a great further research. The result of analyzing type of metaphor in slogan tourism of ASEAN can influence the way someone gets idea through one of type of metaphor will be an innovative deeper analysis. Conversely, relating the analysis of the coherence text of slogan through discourse in metaphor will be also usefully. There are many variety discourse in metaphor, It can be inspiration to someone if want analysis about discourse part. In other matter, there are many subject of the research is also recommended for further research. Research about the present can investigate changes in another subjects of metaphor and hopefully hypothesize about it is use in the future.