CHAPTER IV

FINDINGS AND DISCUSSION

This chapter will present the findings of the performed research analysis as discussed in chapter methodology. The result from the two-research question will be examined and compared in detail. Research findings will be discussed in general term.

4.1 Findings

This present study creates several results of the data analysis. Type of metaphor in advertisement as the first finding that have three types in analysis. They are pictorial metaphor, verbal metaphor, and verbo-pictorial metaphor. In addition, the coherence text of slogan ASEAN tourism is presented the second findings as coherence metaphor in discourse, which has intratextual and intertextual types.

4.1.1 Type of Metaphor in Advertisement

Type of metaphor in advertisement is the first data analyzed in this study. The researcher collects all slogan tourisms contain as image and text to produce the result in study. Eventually, there are 10 slogans which contain some promotion as image and text. This below chart presents type of metaphor in advertisement used by slogan tourism in ASEAN.

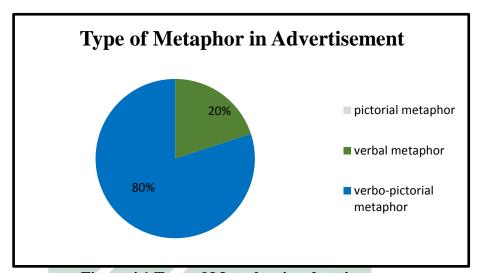


Figure 4.1 Type of Metaphor in advertisement

The figure 4.1 above portrays Type of Metaphor in Advertisement based on general. In slogan tourism of ASEAN, type of pictorial metaphor is not produced in the study. 0 % is about pictorial metaphor. Meanwhile, there are 2 slogans that produced type of verbal metaphor with 20 %. The slogans are from Myanmar and Thailand that are contained only text in promotion. And commonly, there are 8 slogans or 80 % tourism of ASEAN used type of verbo-pictorial metaphor, which they are contained picture and text in slogan promotion. They are from Indonesia, Singapore, Cambodia, Vietnam, Brunei Darussalam, Laos, Malaysia, and Philippines. The content of each slogan are explained in table 4.1 below.

Slogan	Content of Slogan	
	Picture	text
Indonesia	✓	✓
Singapore	✓	✓
Cambodia	✓	✓
Vietnam	✓	✓
Myanmar	-	✓
Brunei Darussalam	✓	✓
Thailand	-	✓
Laos	✓	✓
Malaysia	✓	✓
Philippines	✓	✓

Table 4.1 Describing the Content of each Slogan

4.1.1.1 Pictorial Metaphor

Based on the data presented in the table 4.1, Type of pictorial metaphor is not found in the data. It means that pictorial metaphor is not used in slogan tourism of ASEAN. It can be seen by the amount of type of metaphor in slogan, which contains ten slogans from ASEAN. Among ten slogans, there is no one slogan that is included type of pictorial metaphor. Pictorial metaphor becomes less interactive type for promoting as slogan tourism because the type is only focus about picture to promote anything in advertisement.

4.1.1.2 Verbal Metaphor

Verbal metaphor becomes the minority type in the data. Based on the data presented in the figure 4.1 and the table 4.1, verbal metaphor is only contained in one slogan. Among ten slogans tourism from ASEAN, there is one slogan that is type of verbal metaphor. Verbal metaphor is only focus about text, which is not

included picture to support promotion in advertisement. According to Forceville (2008: 272-310), Verbal metaphors are textual written language used to convey meaning of the first subject. It means that the word is completely textual and has no contained image to accompany of any kind. This type seldom is used for promoting slogan because the type is little interest to use in advertisement. Furthermore, type of verbal metaphor found in the data is slogan from Myanmar. Besides, the others slogan are not found in this type. It is obviously elaborated below.

1) Myanmar

Myanmar's slogan is included type of verbal metaphor in slogan tourism of ASEAN. Myanmar is become one of slogan which contain text in advertisement. It is equal to 10 % from 20 % the amount of verbal metaphor percentage in the entire data of slogan tourism in ASEAN. Based on the data analyzed, the researcher found "text" in slogan from Myanmar. It is illustrated in **Data 1** as followed.

Data 1



The text "Myanmar let the journey begin" which is sign with highlighted by yellow color in slogan of **Data 1** is classified as one of

the type of **V**. Specifically, this slogan is categorized as **V** because it contain only text in slogan tourism promotion. Yu (2009: 24) clarifies that since advertising slogans carry the property of context, there is possible interpretation the slogan of a single focus.

The existence of **V** in slogan of Myanmar is contained the text ""Myanmar let the journey begin" to promote about tourism destination from the country. The slogan is only used one subject to convey meaning about the feature of tourism in advertisement. The subject of the slogan is text "Myanmar let the journey begin", which has meaning about Myanmar become the first country to start journey in the world. When the people read the slogan, every people have different meaning from the slogan. But the point is "Myanmar let the journey begin".

It can be concluded that **Data 1** is generally represent as **V**. The slogan of Myanmar is only contained with text to convey meaning to the reader. The use of V is generally focused about textual as word, which is no picture to support this slogan.

2) Thailand

There is slogan of Thailand which is categorized as V. Thailand's slogan is included V because there is only contained the text in slogan. This slogan supports 10 % of 20 % the amount of V in percentage the data. The slogan is exemplified below.

Data 2



The above of **Data 2** is slogan from Thailand which is represents type of **V** in slogan. The Thailand's slogan tells that Slogan consist one subject to promote about tourism in advertisement. Therefore, Thailand is given only one focus of the text in the slogan to promote tourism in advertisement. There is picture to accompany text of "Amazing Thailand always amazes you" in slogan. The text of "Amazing Thailand always amazes you" has meaning that Thailand became the amaze country for all people. The word "Amazing" refer to facilities of Thailand, which Thailand always gives happiness and smiles with supply good facilities for the visitor in Thailand.

To conclude, The **Data 2** is included as **V** in slogan tourism of ASEAN. The slogan has category **V** because it contains only the text to promote tourism in slogan.

4.1.1.3 Verbo-Pictorial Metaphor

Verbo-pictorial metaphor becomes majority in this present study. Verbo-pictorial is commonly used in slogan tourism of ASEAN. It is proved from presented data in the figure 4.1 and the table 4.1, slogan tourism of ASEAN truly represents verbo-pictorial with higher percentage. The amount of verbo-pictorial is become domination between another type of metaphor in advertisement. It reaches 80 % or 8 slogans of the total amount of the data. Verbo-pictorial is a combination of picture and words as the primary focus in presentation. It becomes the favorite type in the world of advertisement as slogan. According to Forceville (2008: 272-310), this type makes the meaning of metaphor in slogan clear because the combination of the verbal and the pictorial elements in one slogan. It means that the text and the picture have correlation to make understand about meaning in slogan. Therefore, type of verbo-pictorial metaphor found in all data of slogans tourism in ASEAN, except slogan from Myanmar. It is obviously elaborated below.

1) Indonesia

Indonesia's slogan is implied in type of verbo-pictorial metaphor. Among 90 % of the data, there is Indonesia's slogan which contain category of verbo-pictorial in advertisement. It is 10 % of 80% of the data verbo-pictorial. In fact, this percentage is really influence the existence of verbo-pictorial in slogan tourism of ASEAN. The following Indonesia's slogan is one of the data.

Data 3



Indonesia's Slogan in **Data 3** is categorized as VP. Anderson (1998: 4) states that verbo-pictorial may require both the image and the text to support each other to be understood. In this case, Indonesia's slogan is included slogan classified as VP because Indonesia's slogan contained about picture and text in slogan promotion.

Related to the content of type **VP**, Indonesia's slogan is contained the picture of "*Mythical bird*" which is become symbol for Indonesia country. So, in the slogan is contained "*Mythical bird*" to show identity of Indonesia. In the slogan, the picture of "*Mythical bird*" is described with all kinds of color. Besides, Indonesia's slogan also is contained the text of "*Wonderful Indonesia*" which is used to promote about tourism destination from this country. "*Wonderful Indonesia*" is described about beautifully of Indonesia in world tourism. The slogan used two subjects to convey meaning about tourism in advertisement. It makes easy for people to get point of the slogan.

All of content of Indonesia's slogan is showed that is **VP.** The picture of "*Mythical bird*" and the text of "*Wonderful Indonesia*" have correlation to support each other in the slogan. Therefore, the **Data 3** of the data already represent as **VP.**

2) Malaysia

As the real name of verbo-pictorial, Malaysia's slogan is really represented about verbo-pictorial. This slogan is used by Malaysia only for showing that the slogan included type of verbo-pictorial in advertisement. From the data taken, one slogan of Malaysia is equal to 10 % of 80 % the whole slogan of verbo-pictorial. The percentage influences the existence of verbo-pictorial in slogan tourism of ASEAN. The data of Malaysia's slogan is presented below.

Data 4



The **Data 4** signifies the use of type **VP**. In the case, Malaysia's slogan becomes the category of **VP** because the slogan is contained about

picture and text in the promotion advertisement. Correlation with the content of Malaysia's slogan, the picture is described about "Drum" which is become symbol to promote tourism for the country. The picture of "Drum" is supported the other object of text "Truly Asia", which has meaning that Malaysia is origin of Asia. Malaysia is more stress about Asia in the slogan promotion. Malaysia wants to offer understanding for people that the country has characteristic of Asia.

To conclude, the **Data 4** deal use **VP** in slogan tourism promotion. The content of slogan uses two focuses to convey message for the reader.

3) Singapore

Singapore's slogan consists some element from type of verbopictorial. There are two subjects represent the use of category verbopictorial by Singapore. This is equal to 10% from whole of amount verbo-pictorial in advertisement. Based on the data analyzed, the researcher found that the slogan contained about "text" and "picture" in slogan from Singapore. Singapore's slogan exactly shows this below.

Data 5



The slogan of Singapore is one of the examples of **VP**. **VP** is used to promote with the different subject in slogan. In **Data 5** represents that there are two subject of Singapore's slogan.

Singapore's slogan really shows that it has different subject in slogan promotion. The subject is picture of "square" and text of "YourSingapore". There are many "Square" in the slogan with design full color which indicated that Singapore has variety building in this country. "Square" becomes the symbol for Singapore because "square" compare with window in building in the country. And the text of "YourSingapore" also support about the picture of "square" in this slogan. "YourSingapore" describe that Singapore is become center of country in Asia. Through this text, Singapore has purpose that all people will visit in this country as them own country.

4) Vietnam

Vietnam's slogan also influences the amount of verbo-pictorial used by the slogan tourism in ASEAN. With 10% of the percentage in verbo-pictorial, this slogan counted category of verbo-pictorial because the slogan consists two subjects to promote tourism in advertisement. Vietnam's slogan is presented below.

Data 6



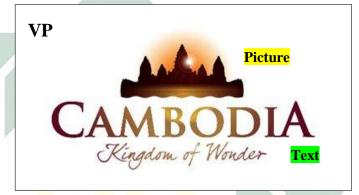
The **Data 6** is described that Vietnam's slogan as **VP**. Vietnam's slogan consists two subject which the subject is support each other in slogan. The first subject is picture of "flower" with colorful calyx. It means that Vietnam is described as flower in the slogan. "Flower" reflects symbol of beauty, which there are beauty in tourism Vietnam. The second subject is text of "Timeless Charm" which is explained about Vietnam has tractive power with present beauty and charm without limit. To conclude, **Data 6** use **VP** in the slogan.

5) Cambodia

Verbo-pictorial is influenced in the Cambodia's slogan. Considering the percentage, slogan of Cambodia gives 10 % to 80 % of amount type of

verbo-pictorial. Cambodia's slogan is appropriated with this type because it has picture and text in slogan. The slogan of Cambodia can be seen in below. **Data 7**

VP tends to be contained of the slogan of Cambodia. The **Data 7** shows that Cambodia's slogan has picture and text in slogan. This case



is slogan categorized as **VP**. The picture and text of slogan purpose to complete for promoting tourism in advertisement. Cambodia's slogan has picture of "Temple of Angkor Wat" which is indicate that Cambodia has Angkor Wat, which is become famous tourism in the country. Therefore, Cambodia chosen symbol "Temple of Angkor Wat" to use as icon in the country. And what is more, there is text of "Kingdom of Wonder" is also use to support the picture of "Temple of Angkor Wat" in slogan. "Kingdom of Wonder" has meaning that Cambodia is described as Kingdom, which is contained many things to make people amaze when visit in Cambodia.

6) Laos

This slogan of Laos is the same with the amount of the previous slogans. That is 10 % from 80 % of whole amount in verbo-pictorial. Laos's slogan is included type of verbo-pictorial in slogan tourism of ASEAN. It is evidenced in **Data 8** as followed. **Data 8**

Related to the Data 8 of the slogan, Laos is rated of VP in slogan



tourism of ASEAN. To promote tourism destination, Laos is given picture and text in the slogan. It means that Laos want to explore more about the country with two different subjects in slogan. The subjects are picture of "Flower of Dok Champa and Temple" and text of "Simply Beautiful". The picture of "Flower of Dok Champa and Temple" is described that Laos has national flower of Dok Champa in the country. Dok Champa is become the identity in this country, which is used to accept guest or to design in the party in Laos. In addition, Laos also has many historical places like temple in the country. And when visitor visit to Laos, they always meet with the people of Laos which is called as simplicity rustic beauty. "Flower" in the slogan is also described about the people in Laos. The text of "Simply Beautiful" also is supported the

picture of "Flower of Dok Champa and Temple" in the slogan. Laos want to convey that in the country has many beautiful place, beautiful people, and beautiful culture. And of course all of characteristic would be offered with simplicity.

7) Brunei Darussalam

Brunei Darussalam has slogan with represent about verbo-pictorial in advertisement. The slogan has characteristic about type of verbo-pictorial because it has two subjects in slogan. From the data, researcher finds Brunei Darussalam's slogan is equal to 10 % of 80 % the entire data of verbo-pictorial in slogan tourism of ASEAN. The slogan is presented below.

Data 9



The slogan of Brunei Darussalam is one of figure of **VP**. **VP** is used to promote with two subjects in slogan. In **Data 9** represents that there are two subject of Brunei Darussalam's slogan.

Brunei Darussalam's slogan really shows that it has picture and text in slogan promotion. There are many picture likes people is swim in the sea, the lake, the masque, the people wear veil, and the people play golf in the yard. The all picture is described about Brunei also has many characteristics in the country. All picture of the slogan supported the text of "The Green Heart of Borneo" and "A Kingdom of Unexpected Treasures". The text has meaning that Brunei Darussalam is rich with a value heritage and all people inspired by faith and purity in the country. Brunei Darussalam as kingdom is kept many value properties in the country. In addition, the text of "The Green Heart of Borneo" is described that Brunei became the best country for keeping the forest.

The content of Brunei Darussalam's slogan is showed that is **VP.**The pictures and the texts is supported each other to convey meaning about tourism in the slogan. It is very interesting. Therefore, the **Data 9** of the data already represent as **VP.**

8) Philippines

Philippine has slogan tourism with category of verbo-pictorial. The category consist two subjects in slogan, which there are picture and text to promote about tourism in slogan of ASEAN. The data of slogan from Philippine is presented below.

Data 10



Slogan in **Data 10** is categorized as **VP**. In this case, Philippine's slogan is classified as **VP** because slogan of Philippine contained about picture and text in slogan promotion.

Concern to the characteristic of type **VP**, Philippine's slogan is contained the picture of "square" with abstract design and into square there are many small square with different colors each square. To support the picture, there is also the text of "It's more fun in the Philippines" in slogan. The meaning of two subjects in slogan has correlation each other. The text of "It's more fun in the Philippines" is described that Philippines would be served people with more facilities as beautiful tour with seven thousand different views of beach and island, more festival, and more cultures. Philippines emphasize with word "more fun" to represent about the facilities in slogan. And the picture of "square" in the slogan also described that Philippine has many different facilities to make people

interest to visit the country. **Data 10** represent that Philippine's slogan is type of **VP**. It has two focuses to convey message about tourism in slogan.

4.1.2 The coherence text of slogan in advertisement

The coherence discourse in metaphor based on text of slogan is the second item analyzed in this research. This point is needed the text to become the data about coherence discourse in metaphor through slogan tourism of ASEAN. To get the data about the text of slogan tourism in ASEAN, the researcher takes the data from contain of each slogan in ASEAN. According to Kovecses (2010: 285-289) metaphor has parted that appears in discourse. Metaphors can either make several different texts coherence with each other or coherence to a single part of discourse. This presents study has the main goal to expose that metaphor in the text of slogan tourism coherence with discourse. From the data analyzed, the researcher eventually gets this followings chart which presents the final data of the coherence text of slogan tourism. They are generally distinguished between two types of coherence discourse in metaphor. The types are intratextual and intertextual. To accomplish the analysis, the researcher also still distinguishes the data based on type of coherence discourse with highlighting in text.

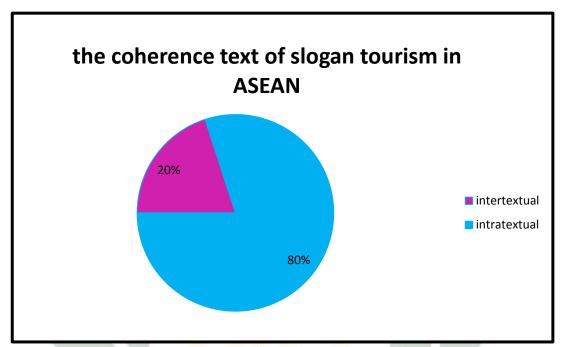


Figure 4.2 Type of coherence discourse in slogan

The figure 4.2 above describes type of coherence discourse in general. Intertextual is produced for 2 slogans or 20 % in whole of the data in slogan tourism of ASEAN. There are slogan from Cambodia and Brunei Darussalam. Meanwhile, intratextual are gotten for 8 or 80 % slogan tourism of ASEAN. The slogans are Indonesia, Singapore, Malaysia, Vietnam, Thailand, Laos, Myanmar, and Philippines.

4.1.2.1 Intertextual

Intertextual is closed with historical period based on text. And Intertextual are found in few numbers in text of slogan tourism in ASEAN. Even though intertextual is truly concern with historical, there is another aspect of this type. It is through

inheriting. Kovecses (2010: 285-289) argues that Intertextual coherence occurs through inheriting in different historical period. This type is about many other domains within the same historical period. Therefore, metaphor can give coherence across a variety of discourse in historically. There is just two slogans tourism in ASEAN which is reflected about Intertextual. The amount of two slogans are become minority in this data analysis. Both of the slogans are Cambodia and Brunei Darussalam.

1) Cambodia

One of slogan tourism in ASEAN is included type of Intertextual is Cambodia. Cambodia has text which is showed characteristic of historical in slogan. Others can easily know how a historical is influenced in text of slogan from Cambodia. It is become to the fact that intertextual interest enough for using in text of slogan. Hence, this country is evidenced as one of slogan is used intertextual in the text.

Intertextual is become the minority type among another type by that fact analysis in slogan tourism in ASEAN. There are two slogans produced by intertextual. It which is contained slogan from Cambodia. This slogan is also represented in 10 % of the chart in intertextual. Specifically, Cambodia's slogan included the lowest type in slogan tourism of ASEAN. The text of slogan from Cambodia shows that contains point about historical. It is presented in the following data below.

Data 11

"Cambodia Kingdom of Wonder"

Data 11 is presents about the text of slogan from Cambodia which contain about historical aspect. Data 11 becomes Type 1 in the analysis. Before the researcher shows that the text is contain about historical, analysis the conceptual metaphor in text of slogan is important part to know accurate data about historical in the slogan.

Source	Target			
Kingdom of wo <mark>nd</mark> er	Cambodia			
The place has more interest superiority	for the people			
The country is offered special Facilities	for The visitor			
From the mapping of domain in conceptual metaphor	above, the text of			
slogan from Cambodia reflects about effect of historica	al period. From the			
text of "Cambodia Kingdom of Wonder" is used one word of "Kingdom"				
which is influenced about past period. The word of "Kingdom" was used				
to refer about place, where the place is become to live for King or Queen.				
But in a recent recycling of the metaphor "Kingdom" is changed with				
different meaning in text slogan tourism from Cambodia. "Kingdom" has				
meaning as "The Country" in slogan. Cambodia is chosen word of				
"Kingdom" in the slogan with the reason he wants to bring people back in				

the history from the country. It can proof with the text of script video tourism below.

Cambodia kingdom of wonder these <u>extraordinary stones come to</u> <u>us from a remote ancient time</u> the people who moved stacked and carved them left a long time ago (3:45 – 3:54)

the historic relics in Angkor show us so real imagination including extraordinary exquisite craft work the mixture of geometric structures is carefully designed with glory and fantasy exaggeration and detail here romanticism integrates perfectly with ordinary life in <u>Surya Farman ii</u>, the king of the sun became the new ruler of the ancient Khmer Empire. (10:30 – 10:36)

To conclude about **Data 11**, the slogan categorizes as **Type 1** because it has characteristic about historical. The word of "Kingdom" in slogan reflects from the historical of Cambodia in the past. And at the time, the word of "Kingdom" called as the country. The word metaphor of "Kingdom" show coherence across a variety discourse through historically

2) Brunei Darussalam

Slogan of Brunei Darussalam is one of slogans type of Intertextual. Slogan of Brunei is contained the text, which is included categorized as characteristic of historical. The historical is influenced in text of slogan from Brunei Darussalam. It is become the fact that intertextual is become the type in this slogan. This slogan is also produced in 10 % of the chart in intertextual. Specifically, Brunei Darussalam's slogan has two texts in slogan. It is showed in the following data below.

Data 12

"Brunei A kingdom of Unexpected Treasures"

Related of **Data 12**, it reflects as **Type 1** in the analysis. The text of slogan from Brunei Darussalam is contained about historical aspect. Before the researcher describes that the text is contain about historical, the text must analysis in the conceptual metaphor.

Source — Target

A kingdom of Unexpected treasures

The country with many things values

The people

About facilities of the country

The visitors

From the mapping of domain in conceptual metaphor above, the text of slogan from Brunei Darussalam reflects about effect of historical period. From the text of "Brunei a kingdom of unexpected treasures", the slogan is used one word of "Kingdom" which is influenced about past period. The word of "Kingdom" was used to refer about place, where the place is become to save many values thing by King or Queen. But in a recent recycling of the metaphor "Kingdom" is changed with different meaning in text slogan tourism from Brunei. "Kingdom" has meaning as "The Country". Brunei Darussalam is chosen word of "Kingdom" in the slogan

with the reason he want to convey that all of the place in the country as "Kingdom" for people. Where, the country has many values thing for visitors. Kingdom is one of word influenced in past time. It can proof with the text of script video tourism below.

The Islamic landmark commemorates the founder of modern Brunei the same dynasty has been in power here since the 15th century when the country had become an Islamic Sultanate due to a marriage then Islam extended throughout Borneo although modern life has inevitably transformed this place (0:53 - 1:51)

the sultan of brunai not only owns a huge palace with 1789 rooms but also a splendid <u>luxury hotel</u>, the famous empire this <u>luxurious complex</u> is located within a tropical park huge glass walls allow light to penetrate the gigantic hall that is several storeys high the hotel <u>is known as a kingdom within a kingdom</u> because some of its suites are the size of exclusive (21:41 – 22:13)

To conclude about **Data 12**, the slogan categorizes as **Type 1** because it has characteristic about historical. The word of "Kingdom" in slogan reflects from the historical of Brunei Darussalam in the past. And at the time, the word of "Kingdom" called as the quality place of the country. The word metaphor of "Kingdom" show coherence across a variety discourse through historically.

4.1.2.2 Intratextual

The second type of coherence discourse is Intratextual. This type is different from the type before, which the first type is focused in historically. But, Intratextual is concerned about analogy in the text. According to Kovecses (2010: 285-289), Intratextual coherence is can call a Metaphorical Analogy. Metaphorical analogies have the effect of taking over what the people say or think about a subject matter.

In addition, conceptual metaphors or metaphorical analogies can become rule of the entire discourse. The Intratextual is dominated type in the analysis. On the contrary, Intratextual are more frequently produced in slogan tourism of ASEAN. Furthermore, there are 8 slogans or 80 % about slogan is counted as type of Intratextual. The slogans are Indonesia, Singapore, Malaysia, Vietnam, Thailand, Laos, Myanmar, and Philippines.

1) Indonesia

Indonesia is actually the most common of Intratextual in slogan tourism of ASEAN. Indonesia has the text of slogan which is included type in Intratextual. The text of Indonesia's slogan is described about the analogy of metaphor. The analogy of metaphor is become tool to promote about tourism in this slogan. It is clearly portrayed in the data below.

Data 13

"Wonderful Indonesia"

Data 13 above includes Type 2 in the slogan, which has typical the analogy of metaphor in slogan. The text of "Wonderful Indonesia" contains the analogy aspect to convey message about tourism in slogan. The conceptual metaphor will to make understand about the text of metaphor in slogan from Indonesia.

Source — Target

Wonderful Indonesia

Truly beautiful for the people

Tourism for the visitor

From the conceptual of metaphor above, the text of slogan is **Type 2**, which through the text of "Wonderful Indonesia" has the analogy in slogan. The slogan coherences across a variety discourse through the analogy in the word of "Wonderful". It word is compared with mystified world travels; the world cultural; rich fusion of diverse cultural; peace-loving nature; and a unique and dynamic country. One of analogies from "Wonderful" can proof with the text of script video tourism below.

The world's heart of wonders 17,000 Islands 5,000 kilometers across the equator June life-giving Ring of Fire for thousands of years the great archipelago have mystified world travels (0:20 – 0:46)

"Wonderful" has many meaning in the slogan tourism, which is become metaphorical analogy of structure for the text. **Data 13** shows that the text of slogan is included **Type 2** in coherence metaphor. In fact, most of structure of the text is given the point of word to suggest what the analogy is all about.

2) Singapore

Singapore is one of type intratextual in slogan tourism of ASEAN.

Intratextual is found in the text of slogan from Singapore. Singapore has
the text of slogan which is included as the metaphorical analogy. Based

on the data taken, slogan from Singapore is equal 10 % of 80 % the whole data of intratextual. Singapore's slogan shows in the data below.

Data 14



Data 14 above tells that slogan from Singapore presents Type 2 in data analysis. The slogan has the text which consists from the word "Your" in slogan. The word of "Your" becomes metaphorical analogy in the text of "Your Singapore". To get more understanding about what is metaphorical analogy in the slogan, researcher want to explain about the conceptual metaphor based on the text of slogan from Singapore.

Source	Target
Your	Singapore
Facilities of the country	for the people
The special quality in the country	for the visitor

From the conceptual metaphor above, the slogan is **Type 2** because the text of slogan has characteristic in metaphorical analogy. The text is "*Your Singapore*", which the word of "*Your*" is compared with the next cruising playground of the world; the region Singapore cruise centre; sentosa island; a melting pot of cultures and races; the Sun Goes Down; and Marina Bay and gardens by the bay. The word of "Your" has many metaphorical

68

analogies to describe about the meaning about tourism in slogan. "Your"

have implicit message to convey meaning in tourism. One of analogy from

Singapore's slogan can proof with the text of script video tourism from

Singapore below.

you won't get bored I promise <u>Sentosa island</u> is known as the state of fun even though the word Sentosa means peace and tranquility in Malay there

is a lot of fun filled action and adventure on the island (0:28 - 0:41)

Singapore is known to being a melting pot of cultures and races all living together in a harmonious diverse society there are four main ethnic groups of Singapore Indian Malay Eurasian and of course the largest group the

Chinese (0:49 - 1:02)

Data 14 shows that the text of slogan is coherence with discourse

through the metaphorical analogy. "Your" of the text in slogan is compared

with many word based on the meaning of structure for the text.

3) Vietnam

Vietnam also includes as type of intratextual. The slogan is contained

about the text, which has characteristic of metaphorical analogy.

Vietnam's slogan reflects about intratextual because to promote about

tourism Vietnam used analogical in the word of slogan. It is described in

the following data below.

Data 15

"Vietnam Timeless Charm"

Data 15 describes the text as Type 2 because the text has the word, which makes the analogy in the slogan. The text is "Vietnam timeless charm". Before the text shows about the analogical, the conceptual metaphor also has the role in the case.

Source Target

Timeless Charm

Vietnam

All matter of Vietnam

The people

It is about facilities, tourist area, and accommodation

The visitor

From the conceptual of metaphor above, the text of slogan from Vietnam reflects **Type 2**, which through the text of "Vietnam timeless charm" has the metaphorical analogy in the word of "timeless charm" in slogan. It word is compared with rich in natural beauty; fascinating country; the wonders of nature; truly a cradle of art and heritage in Southeast Asia, Vietnamese people; country of kindness friendliness; great memories emotional experiences; young and vibrant country. One of analogies from "timeless charm" can proof with the text of script video tourism below.

Viet Nam's wonderful and diverse nature shines in visits to this <u>fascinating</u> <u>country</u> you will find a more charming (2:57 - 3:05).

All of these cultures combine to give the <u>Vietnamese people</u> their beauty and timeless charm (5:54 - 6:00).

"Timeless charm" has many meaning in the slogan tourism, which is become metaphorical analogy of structure for the text. **Data 15** shows that the text of slogan is included **Type 2** in coherence metaphor. In fact, the one word of the text is given more meaning in the analogy.

4) Myanmar

Myanmar reflects about type of intratextual in slogan tourism of ASEAN. Intratextual is become the type in the text of slogan from Myanmar because Myanmar has the text of slogan which is categorized as the metaphorical analogy. Based on the data amount, slogan from Myanmar is equal 10 % of 80 % the whole data of intratextual. Myanmar's slogan is illustrated in the data below.

Data 16

"Myanmar Let the Journey Begin"

Data 16 above tells that slogan from Myanmar presents **Type 2** in data analysis. The slogan has the text "Myanmar Let the Journey Begin" in slogan. The text of "Let the Journey Begin" becomes metaphorical analogy in the slogan from Myanmar. To get more understanding about what is metaphorical analogy in the slogan, the conceptual metaphor of text "Myanmar Let the Journey Begin" will open the mind about this case.

Source Target

Let the journey begin Myanmar

Travel of tourism The people

The quality tourism of country

The tourist

From the conceptual metaphor above, it describes that the text of Myanmar is **Type 2**. The text of slogan has characteristic in metaphorical analogy. The text is "Myanmar Let the Journey Begin", which the text of "the Journey Begin" is compared with doors to the world, rich in natural resources, the hospitality of the Myanmar people, stars and new journey; home to over a hundred different ethnic races, magical prepare to be mesmerized, and positive path for development and shared prosperity. The word of "the Journey Begin" has many metaphorical analogies to describe about the meaning about tourism in the slogan. "The Journey Begin" has implicit message to convey meaning in different word in the analogy. One of analogy from Myanmar's slogan can proof with the text of script video tourism from Myanmar below.

Myanmar emerges into the global stage it opens its <u>doors to the world</u> and to a world of possibilities the largest country in mainland Southeast Asia (0:04-0:16)

It is a time of transformation <u>as Myanmar stars and new journey</u> but protecting cultural and natural heritage while striving for a better future is of most importance (1:51-2:01)

Data 16 shows that the text of slogan is coherence with discourse through the metaphorical analogy. "The Journey Begin" of the text in

slogan is compared with many word based on the meaning of structure for the text.

5) Thailand

Thailand includes as type of intratextual. The slogan is contained about the metaphorical analogy in the text. Thailand's slogan reflects about intratextual because to promote about tourism Thailand used analogical in the word of slogan. The analogy is used to convey message for the reader. It is described in the following data below.

Data 17

"Amazing Thailand always amazes you"

Data 17 describes the text as Type 2 because the text has the word, which makes analogical in the slogan. The text is "Amazing Thailand always amazes you". Before the text shows about the analogical, the conceptual metaphor also explains in the case.

Source>	Target
Always amazes you	Amazing Thailand
Has quality service	The people
The good facilities	The visitor

73

From the conceptual of metaphor above, the text of slogan is **Type 2**, which

through the text of "Amazing Thailand always amazes you" has the analogy

in slogan. The slogan coherences across a variety discourse through the

analogy in the word of "Amaze you". It word is compared with country

renowned for happiness and smiles, very rich in the old culture and heritage,

warmth and kindness, rich in beautiful green surroundings for travelers, city

of Angels, the expectations and satisfaction, and be an experience. One of

analogies from "Amaze you" can proof with the text of script video tourism

below.

Thailand is a <u>country renowned for happiness and smiles</u> where Thai

hospitality is second to none the way (0:18 – 0:22)

Thailand is a country which has everything which will meet the expectations

and satisfaction (5:30 - 5:34)

"Amaze you" has many meaning in the slogan tourism, which is

become metaphorical analogy of structure for the text. Data 17 shows that

the text of slogan is included coherence metaphor in discourse through

variety of analogical.

6) Laos

Laos reflects about type of intratextual in slogan tourism of ASEAN. The

reason is Laos has the text of slogan which is categorized as the

metaphorical analogy. Laos's slogan is illustrated in the data below.

Data 18

"Laos Simply Beautiful"

Data 18 above tells that slogan from Laos includes **Type 2** in data analysis. The slogan has the text "Laos simply beautiful", which is becomes metaphorical analogy in the slogan. The conceptual metaphor of text "Laos simply beautiful" will explain in the below.

Source Target

Simply Beautiful Laos

About all thing in the country The people

The facilities The visitors

Type 2, which through the text of "Laos simply beautiful" has the metaphorical analogy in the word of "simply beautiful" in slogan. It word is compared with valuable historical treasures traditions; rich cultural heritage; simplicity rustic beauty and exotic charm; fascinating history; cultural heart of the country; the city's history; boasts a wealth of temples archeological sites; most beautiful temple and the people here live simply. One of analogies from "simply beautiful" can proof with the text of script video tourism below.

The people contribute significantly to the visually appealing environment that is modern day allows visitors to Laos are always struck by its <u>simplicity rustic</u> beauty and exotic and charm of course it's gracious smiling and hospitable people (1:38 – 1:46)

the characteristics of modern-day Laos have their roots in its long and $\frac{1:49-1:53}{1:50}$

"Simply beautiful" has many meaning in the slogan tourism, which is become metaphorical analogy of structure for the text. **Data 18** shows that the text of slogan is illustrated the coherence discourse with the metaphorical analogy.

7) Malaysia

Malaysia includes as type of intratextual. The slogan is contained about the metaphorical analogy in the text. The word of the text Malaysia's slogan reflects about the analogical, which is used to convey message for the reader. It is described in the following data below.

Data 19

"Malaysia Truly Asia"

Data 19 describes the text as **Type 2** because the text has the word, which it makes analogical in the slogan. The text is "Malaysia Truly Asia". Before the text shows about the metaphorical analogical, the conceptual metaphor is also important to know in the case.

Source		Target
Truly Asia		Malaysia
The country has original	l characteristic from Asia	The people
The facilities of the cour	ntry	The visitors

From the explanation of the conceptual of metaphor, the fact, the text of slogan from Malaysia reflects **Type 2**, which through the text of "Malaysia Truly Asia" has the metaphorical analogy in the word of "*Truly Asia*" in slogan. It word is compared with the essence of Asia, the soul of Asia, and Malaysia truly Asia People. One of analogies from "*Truly Asia*" can proof with the text of script video tourism below.

the essence of Asia in this land where dreams come true Malaysia (2:21-2:25)

the soul of Asia is surely here this beautiful Malaysia (1:16 – 1:18)

Malaysia it's truly Asia People smiling everywhere showing you how much they care (1:52 – 1:55)

"Truly Asia" has many meaning in the slogan tourism, which is become metaphorical analogy of structure for the text. **Data 19** shows that the text of slogan is included the coherence discourse with the metaphorical analogy.

8) Philippines

Philippine is type of intratextual. The slogan is included about the metaphorical analogy in the text. Philippine's slogan reflects about intratextual because the word of the text is used the metaphorical analogy to convey message for the reader. It is described in the following data below.

Data 20

"It's more fun in the Philippines"

Data 20 describes the text as Type 2 because the text has the word, which it makes analogical in the slogan. The text is "It's more fun in the Philippines". The conceptual metaphor is also important to know in the case before the text shows about the metaphorical analogy.

Source Target

It's more fun Philippines

All about facilities of the country The people

Tourism service The visitor

From the conceptual of metaphor above, the text of slogan from Philippines reflects **Type 2**, which through the text of "*It's more fun in the Philippines*" has the metaphorical analogy in the word of "*more fun*" in slogan. It word is compared with seven thousand different views of the Sun and many different beaches, different theme our colors, more than the usual ingredients, and <u>feel like home</u>. One of analogies from "timeless charm" can proof with the text of script video tourism below.

Philippines more than the usual holiday destination some say when the gods created a Philippine island they liked it so much they decided to create seven thousand more that meant having over seven thousand different views of the Sun and many different beaches (0:03-0:30)

Philippines will <u>feel like home</u> many come here to learn and play (2:15 - 2:39)

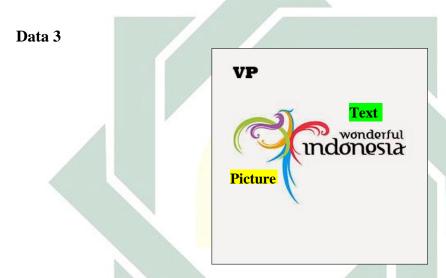
"More fun" has many meaning in the slogan tourism, which is become metaphorical analogy of structure for the text. **Data 20** shows that the text of slogan is included **Type 2** in coherence metaphor. In fact, the word of "More fun" is given more meaning in the analogy.

4.2 Discussion

The result of this present study declares that slogan tourism of ASEAN more frequently follows type of verbo-pictorial metaphor rather than verbo metaphor and pictorial metaphor. In fact, there is no one of slogan tourism of ASEAN used type of pictorial metaphor to convey message about tourism in the slogan. Eventhough, type of verbal metaphor also becomes the minority in the slogan tourism of ASEAN. As the fist element analyzed, type of metaphor in advertisement indicate the various ways to produce interest promotion in slogans. The coherence text of slogan through discourse in metaphor also follows the finding of slogan tourism in ASEAN. Slogan is important part in promotion. Especially, slogan becomes the selling power to promote about tourism destination. Therefore, slogan must have special content to interest the reader.

Generally, 'verbo-pictorial' is common type to use in slogan tourism of ASEAN. Among some type of metaphor in advertisement, 'verbo-pictorial' becomes the effective type to promote slogan in the tourism destination. Applying 'verbo-pictorial' is one of type metaphor which is more frequently used by slogan

in ASEAN. Anderson, 1998: 40) categorized Verbo-pictorial metaphors have pair text and images, thus making the metaphor clearer to the viewer by giving them both images and written words. Slogan tourism of ASEAN is commonly used both the picture and the text to promote about tourism destination in slogan. As the evident, slogan has the picture to accompany text and make it more clearly to convey meaning for the reader. It is illustrated in **Data 3** below.



The **Data 3** is slogan from Indonesia. It is one of slogans used type of 'verbo-pictorial' to promote about tourism in slogan of ASEAN. The slogan shows that the picture and the text become to interrelate in content of slogan. 'Verbo-pictorial' is become the appropriate type in world advertisement. Slogan of ASEAN tends to used 'verbo-pictorial' rather that other type of metaphor in advertisement.

Moreover, considering the result of type of metaphor in advertisement, the common type in slogan tourism of ASEAN is 'verbo-pictorial'. The use of 'verbo-pictorial' itself is also in the big amount in slogan of ASEAN which is equal to 80 % or 8 slogans of the whole data of slogans. They are Indonesia, Malaysia, Singapore, Vietnam, Laos, Cambodia, Philippines, and Brunei Darussalam. On the

contrary, 'verbal metaphor' is produced in 2 slogans or 20 % in slogan tourism of ASEAN. They are Myanmar and Thailand. It can be deduced that slogan tourism of ASEAN is the majority used type of 'verbo-pictorial' to promote tourism in advertisement.

The coherence of the text through metaphor in slogans of ASEAN is also found. The coherence text of slogan is through the variety of discourse part. They are intertextual and intratextual. Intertextual is coherence discourse through different historical period, which found in slogan from Cambodia and Brunei Darussalam. Whereas, intratextual is coherence to a single word through metaphorical analogy. It found in slogan from Indonesia, Singapore, Malaysia, Vietnam, Thailand, Myanmar, Laos, and Philippines. All slogans tourism of ASEAN is contained the text in the promotion, but every slogan has different type in the text.

Kovecses (2010: 285-289) noted that metaphor can give coherence across a variety of discourse both historically and simultaneously. Slogan from Cambodia and Brunei Darussalam is truly contained about historical. For example of Cambodia, the text of slogan has relation with history about kingdom in the past time. They take the word of Kingdom to reflect that the country as Kingdom for the people in the world. The word of Kingdom is has different meaning at the time, which is become implicit meaning in the text of slogan from Cambodia. It is portrayed below.

Data 11

"Cambodia Kingdom of Wonder"

the historic relics in Angkor show us so real imagination including extraordinary exquisite craft work the mixture of geometric structures is carefully designed with glory and fantasy exaggeration and detail here romanticism integrates perfectly with ordinary life in <u>Surva Farman ii</u>, the king of the sun became the new ruler of the ancient Khmer Empire. (10:30 – 10:36)

Again, in another case of intratextual, the majority slogan tourism of ASEAN truly contains about the analogy in the text. This thing is supported that metaphorical analogies can become rule of the entire discourse (Kovecses (2010: 285-289). One of slogans from ASEAN, Singapore reflects about intratextual in the text of slogan. It used the word of "Your" to compare with another aspect about tourism in the country. "Your" has many implicit meaning to convey message in slogan. It is described below.

Data 14

"Your Singapore"

you won't get bored I promise <u>Sentosa island</u> is known as the state of fun even though the word sentosa means peace and tranquility in Malay there is a lot of fun filled action and adventure on the island (0:28 – 0:41)

The case of coherence discourse of the text in slogan of ASEAN, the text of slogan in ASEAN produces about type of intratextual in the large amounts. It is even largest than the type of intertextual. Among 10 slogan tourisms in ASEAN, there are 8 slogans found as intratextual whereas the other 2 slogans found as intertextual. This occurs because of several reasons. For instance, 'historically' in type of intertextual is very hard to get understanding for the text in slogan because the text is always get different meaning in the time. Slogan just needs the simple text to make easy the reader understands about the massage of the slogan. If the slogan contains about thing of historical, it can make the reader confused about the meaning in slogan. But, in another case, 'metaphorical analogy' becomes the effective type to use in the text of slogan. It is simple way to make the reader get easy the message in content of slogan. It proven from Forceville's theory that metaphor is the attractive and the efficient way to make costumers interested in the product. It also makes positive impact for the products, brands, or service in advertisement.