

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.

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.

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.

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 message 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.