Abstract


Metaphor is not only a comparison of words but also entails cognitive thinking to convey complex meanings. This study aims to investigate the use of verbal metaphor in Wonderful Indonesia tourism advertisement representing the tourism image. A qualitative approach was employed in analysing the data extracted from official YouTube channel of Wonderful Indonesia, *Indonesia.Travel*, by taking the five most frequently viewed video. Conceptual Metaphor Theory by Lakoff and Johnson (2003) was also used to interpret the metaphor and find out the tourism representation. Haley (1980) offered semantic categorizations of metaphor and this study is using them in analyzing the most preferred categories applied. From the findings and analysis, 41 metaphorical linguistic expressions were found and generated government’s knowledge about tourism into five conceptual domains, namely WEALTH, JOURNEY, REGION, OBJECT, and ANIMATE BEING. Regarding to Haley categorization, there were only 5 of 9 categories employed in the expressions. These findings lead to conclusion that tourist destinations in the advertisement are conceptualized and must be imagined first.

**Keywords**: conceptual metaphor, tourism advertisement, cognitive semantics