

ABSTRACT

This study aimed to explore the use of conceptual metaphors in Tourism advertisement that are found in Instagram caption. This study used Lakoff and Johnson theory to categories the type of metaphorical in problem one, and Kövecses: 2006 to explain metaphors and its correspondences between Source Domain (SD) and Target Domain (TD). The research used qualitative data through text analysis in Instagram caption from several account, there are Como Beach Club Canggu, Como Uma Canggu, W Bali Seminyak, and Café Del Mar Bali. This study method aimed to explain metaphors and its correspondences between source and target domain. In this study were used 15 data collected from the Instagram caption. The data were collected, selected and classified by three metaphorical categories; there are orientational metaphors, ontological metaphors and structural metaphors. To overcome the meaning that contained in metaphorical expressions, the data were analyzed to find the correspondence of SD and TD.

Keywords: *Source and Target domain, Advertisement, Metaphorical Conceptual*