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ABSTRACT

The focus of this study is the expressions on the design of *Cak Cuk* Surabaya T-shirts. This study attempts to describe the expressions of the designs which flout the maxims of Grice's Cooperative principle, the implied meaning of the flouted maxims and why the flouting of maxim occurs in the expressions. The writer uses qualitative method in this study. In the process of data collection, the writer took six samples as the data that represent Surabaya cultural characteristics. The reason for selecting the data because the expressions on the design of *Cak Cuk* Surabaya T-shirts flout the maxims and thereby would give rise to implicature. In analyzing the data, the writer used Grice's theory of Cooperative Principle and implicature. The finding of this study is that the maxim of Quality is mostly flouted by the expressions on *Cak Cuk* Surabaya T-shirts. Furthermore, the writer also found that most of flouting maxims were meant for emphasizing the intended meaning and creating humor.

Keyterms: Cooperative Principle, maxim, implicature, *Cak Cuk* Surabaya T-shirts