

ABSTRACT

This study aims to explain the process of writing a short story entitled *A Taste of Dreams* that can attract teenage readers while promoting educational values and local culture. This project is driven by the low reading interest among teenagers and their limited appreciation of literary works that carry educational and cultural messages. The short story was developed as an alternative medium to engage young readers through a relevant and inspiring narrative. This study applies the Plomp Research and Development (R&D) model, consisting of five stages: (1) Preliminary investigation to identify readers' interests and needs; (2) Story design integrating themes of education, motivation, and local food culture; (3) Manuscript realization; (4) Testing and revision based on expert feedback in literature and language; and (5) Implementation through print and digital platforms such as Wattpad. The final product of this research is a short story manuscript designed as a meaningful literary medium tailored to adolescents, aiming to enhance their writing awareness and engagement through creative storytelling.

Keywords: reading interest, short story, teenagers, cultural values, research and development