

## Salted Egg Production by People with Disabilities in Kuin Cerucuk Village

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**Sandy Pradipta Nalapraya**

[2210128210030@mhs.ulm.ac.id](mailto:2210128210030@mhs.ulm.ac.id)

Social Studies Education Department, Universitas Lambung Mangkurat

**M. Ridha Ilhami**

[Ridha.ilhami@ulm.ac.id](mailto:Ridha.ilhami@ulm.ac.id)

Social Studies Education Department, Universitas Lambung Mangkurat

**Sovia Husni Rahmia**

[Soviahusni.rahmia@ulm.ac.id](mailto:Soviahusni.rahmia@ulm.ac.id)

Social Studies Education Department, Universitas Lambung Mangkurat

**Syarifuddin**

[Syarifuddin@ulm.ac.id](mailto:Syarifuddin@ulm.ac.id)

Social Studies Education Department, Universitas Lambung Mangkurat

**Sigit Triyono**

[Sigit.triyono@ulm.ac.id](mailto:Sigit.triyono@ulm.ac.id)

Social Studies Education Department, Universitas Lambung Mangkurat

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### Abstrak

Kegiatan ekonomi merupakan salah satu bentuk pemberdayaan yang dapat meningkatkan kemandirian penyandang disabilitas. Salah satu bentuk kegiatan tersebut terdapat pada usaha Telur Asin Difa di Kelurahan Kuin Cerucuk, Kota Banjarmasin, yang melibatkan penyandang disabilitas dalam kegiatan produksi pangan. Penelitian ini bertujuan untuk mendeskripsikan kegiatan produksi usaha Telur Asin Difa yang dijalankan oleh penyandang disabilitas di Kelurahan Kuin Cerucuk, Kota Banjarmasin, serta mengidentifikasi faktor-faktor produksi yang mendukung keberlangsungan usaha tersebut. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi dengan subjek penelitian yaitu pembina usaha dan anggota kelompok usaha Telur Asin Difa yang berada di bawah pembinaan Perkumpulan Penyandang Disabilitas Indonesia (PPDI) Kota Banjarmasin. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data dilakukan dengan perpanjangan pengamatan, meningkatkan ketekunan, member check, dan triangulasi. Hasil penelitian menunjukkan bahwa kegiatan produksi usaha Telur Asin Difa melibatkan empat faktor produksi utama, yaitu sumber daya alam, modal, sumber daya manusia, dan kewirausahaan. Proses produksi dilakukan melalui beberapa tahapan, yaitu penyediaan bahan baku, pencucian telur, penyeteran, pembuatan adonan fermentasi, pelumuran telur, penyimpanan, pengukusan, pemberian stempel, dan pengemasan. Kegiatan usaha ini menunjukkan bahwa penyandang disabilitas mampu berpartisipasi aktif dalam kegiatan ekonomi serta menghasilkan produk bernilai jual melalui dukungan pelatihan, kerja sama, dan pembagian tugas sesuai kemampuan masing-masing.

**Kata Kunci:** Kegiatan Produksi, Penyandang Disabilitas, Usaha Telur Asin

### Abstract

Economic activities are one form of empowerment that can enhance the independence of persons with disabilities. One example of such an activity is the Telur Asin Difa business in Kuin Cerucuk Village, Banjarmasin City, which involves persons with disabilities in food production activities. This study aims to describe the production activities of the Telur Asin Difa business operated by persons with disabilities in Kuin Cerucuk Village, Banjarmasin City, and to identify the production factors that support the sustainability of the business. This research employed a descriptive qualitative approach. Data were collected through observation, interviews, and documentation involving business supervisors

and members of the Telur Asin Difa business group under the guidance of the Indonesian Association of Persons with Disabilities (PPDI) of Banjarmasin City. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. Data validity was ensured through prolonged observation, increased persistence, member checking, and triangulation. The findings indicate that the production activities of the Telur Asin Difa business involve four main production factors: natural resources, capital, human resources, and entrepreneurship. The production process consists of several stages, namely the preparation of raw materials, egg washing, candling, preparation of the curing mixture, coating the eggs, storage, steaming, stamping, and packaging. This business activity demonstrates that persons with disabilities are capable of actively participating in economic activities and producing marketable products through the support of training, cooperation, and the division of tasks according to each individual's abilities.

**Keywords:** Production Activities, Persons with Disabilities, Salted Egg Business.

## **PRELIMINARY**

Economic activities are activities carried out by individuals or groups to fulfill their needs through the processes of production, distribution, and consumption. Economics cannot be separated from community life because it serves as the primary means of sustaining livelihoods (Nur'aini dkk., 2026; Safira dkk., 2021). Production activities refer to human efforts in producing goods and services through the utilization of certain resources to meet consumer needs and demands (Nurlaila, 2022). In the context of small-scale businesses, the production process is generally carried out in a simple manner by utilizing easily accessible equipment and raw materials available in the surrounding environment, making it suitable for the characteristics of businesses based on local resources.

Economic activities are not only carried out by the general public but also by persons with disabilities. Persons with disabilities have equal rights to obtain employment, run businesses, and improve their welfare and quality of life. This is in line with Law Number 8 of 2016 concerning Persons with Disabilities, which states that persons with disabilities have the right to work, engage in entrepreneurship, and receive equal opportunities in the economic sector. In practice, the involvement of persons with disabilities in economic activities can be found across various micro-enterprise sectors, including food processing businesses that utilize the skills and capabilities possessed by entrepreneurs with disabilities .

According to data from Indonesia's Central Statistics Agency (BPS), the number of persons with disabilities in Indonesia in 2024 exceeded 17.8 million people, with the majority belonging to the adult and elderly age groups. In Banjarmasin City, the presence of persons with disabilities is also quite significant. Based on UNESCO data from 2019, there were 3,897 persons with disabilities in Banjarmasin, including 1,568 individuals with physical disabilities. One of the areas with a relatively high number of persons with disabilities is Kuin Cerucuk Subdistrict, which ranks as the second-highest area in terms of the number of persons with disabilities in Banjarmasin (Rahmia dkk., 2026).

One example of a business activity run by persons with disabilities can be found in Kuin Cerucuk Village, Banjarmasin City. In this area, there is a business group called Telur Asin Difa (Difa Salted Eggs), which operates under the guidance of the Indonesian Association of Persons with Disabilities (PPDI) Banjarmasin City. The business involves several persons with disabilities with various types of physical limitations in the production of salted eggs. Through this enterprise, persons with disabilities not only gain employment opportunities but also participate directly in the production process, from selecting raw materials and cleaning the eggs to preparing the curing mixture and packaging the final products.

The sustainability of the salted egg business operated by persons with disabilities is closely related to the production factors utilized. The availability of raw materials, such as duck eggs, salt, scrubbing ash, and other supporting materials, is an essential element in supporting the production process. In addition, workers with disabilities play a key role in every stage of production according to their respective abilities. Capital is also required for the purchase of raw materials, production equipment, and other operational needs. Furthermore, the business management skills of the business supervisor contribute significantly to ensuring the smooth operation of the production process.

Research on persons with disabilities and economic activities has been conducted by several previous researchers. A study by Nur Annisati (Masslah, 2021) on the economic empowerment of persons with disabilities through catfish farming found that productive business activities can increase their income, skills, and independence. Another study by (Dewi, 2023) on the role of Shiha Ali Batik Tulis handicraft business in exploring the economic potential of persons with disabilities showed that skills training and involvement in the production process can enhance their economic capabilities.

Based on these studies, existing research has generally focused on the economic empowerment of persons with disabilities, the enhancement of business capacity, and the resulting economic impacts. However, studies that specifically examine salted egg production activities carried out by persons with disabilities remain relatively limited. In fact, the production process is an important aspect of economic activity, as it involves production activities and the factors of production that enable a business to operate and sustain its operations.

Based on the foregoing discussion, research on salted egg production activities carried out by persons with disabilities in Kuin Cerucuk Village is important to undertake. This study focuses on the production factors employed and the production processes implemented in the Telur Asin Difa business (Anisa dkk., 2026). It is expected to provide an overview of how

persons with disabilities utilize available resources to produce goods with economic value, while also enriching the body of knowledge on production activities conducted by disability-based business groups.

## **METODE**

This study employed a descriptive qualitative approach. A qualitative approach was chosen because the research aimed to gain an in-depth understanding and description of the production activities of a salted egg business operated by persons with disabilities in Kuin Cerucuk Village. According to (Moleong, 2021) qualitative research seeks to understand phenomena experienced by research subjects holistically through descriptions in the form of words and language within a natural context. The study was conducted at the Difa Salted Egg Business Group located in Kuin Cerucuk Village, Banjarmasin City. The research site was selected because it is a salted egg production business managed by persons with disabilities under the guidance of the Indonesian Disabled Persons Association (PPDI) of Banjarmasin City.

According to (Sugiyono, 2018) sample selection must be carefully considered. Data sources were determined using a purposive sampling technique, which involves selecting informants based on specific considerations relevant to the research objectives ((Himam & Anam, 2026). The research subjects consisted of the head of PPDI or the business supervisor and members with disabilities who were involved in the salted egg production activities. The data sources included both primary and secondary data. Primary data were obtained directly through observations and interviews with informants involved in the salted egg production process. Secondary data were collected from scientific journals and other sources relevant to the study. Data collection techniques included observation, interviews, and documentation. Data were analyzed using the Miles and Huberman model, which consists of three stages: data reduction, data display, and conclusion drawing. To ensure data validity, the study employed prolonged engagement, member checking, and triangulation techniques.

## **RESULTS AND DISCUSSION**

The Indonesian Association of Persons with Disabilities (PPDI) is a parent organization that brings together various disability organizations across Indonesia. PPDI has branches in almost every province in the country, including one in the city of Banjarmasin, located at Jalan Belitung Darat, Gang Demang No. 10, RT 11/RW 1, Kuin Cerucuk Village, Banjarmasin City. PPDI plays an important role in providing a platform that supports persons with disabilities in developing their abilities to their fullest potential, both socially and economically. Through a variety of programs and activities, PPDI strives to empower persons with disabilities by helping

them obtain rights and opportunities that they have not yet fully received. Persons with disabilities require adequate social support to enhance their motivation and self-confidence in facing everyday life. Such support plays a crucial role in fostering independence, particularly in the economic sphere (Pitriyani dkk., 2026).

One form of empowerment chosen by PPDI Banjarmasin is through a salted egg production business. This business is called the Difa Salted Egg Business Group, where Difa is an abbreviation of Difabel (persons with disabilities). The name carries a meaningful identity and serves as a source of pride for the people with disabilities involved in the business. The Difa Salted Egg Production Group was the first business established by PPDI in October 2024. The salted egg business was selected by PPDI Banjarmasin because its production process is relatively simple. Making salted eggs does not require complex technical skills, making it accessible to persons with disabilities who have various physical limitations. In terms of capital, the business is considered affordable and does not require a large initial investment, while the necessary materials are easy to obtain. Furthermore, the production process can be carried out gradually and flexibly, without demanding high speed or significant physical endurance.

Currently, the Difa Salted Egg Business Group is managed by six members of PPDI Banjarmasin and supervised by one business mentor who also serves as the chairperson of PPDI Banjarmasin. All of them are persons with disabilities. Although they have physical limitations, these do not prevent them from actively participating in economic activities. The Difa Salted Egg Business Group is operated by seven members, all of whom are persons with disabilities. The members have different types of disabilities, including visual impairment (blindness or low vision) and physical disabilities affecting mobility (Ahmad dkk., 2026; Rusmaniah dkk., 2026). In addition, most members are between 40 years old and 58 years old, with the oldest member being 58 years of age.

According to (Setiawan, 2018) training is defined as part of the non-formal education process that focuses on improving participants' competencies and skills. Before this business group was established and operated independently, its members first participated in entrepreneurship training. Training is a process aimed at enhancing human resource capabilities through the development of intellectual abilities and the continuous formation of individual character. Through training, individuals are expected to develop competencies that are relevant to both occupational needs and social life (Rahmaniah dkk., 2026).

PPDI collaborated in empowerment initiatives, the first of which was conducted in October 2023 by the Department of Food Security, Agriculture, and Fisheries (DKP3). The

second training program was facilitated by DKP3 and the National Zakat Agency (BAZNAS) in May 2024. The training covered self-awareness development, instruction on proper salted egg production techniques, flavor development, quality improvement, and more attractive and value-added salted egg processing methods. The training provided to the Difa Salted Egg Business Group is consistent with the view expressed by (Lumangkun dkk., 2021) who stated that such initiatives represent government-led community empowerment efforts that provide people with opportunities to access resources, knowledge, and skills to shape their own future.

### **Production Factors in the Salted Egg Business**

In the context of a salted egg business, production factors play an important role in supporting the processing of eggs into products that are ready for sale. The factors that need to be considered in production planning include natural resources as the main raw materials, labor that carries out the production process, capital used to provide equipment and operational needs, and entrepreneurship, which functions to organize and coordinate all business activities:

#### **1) Natural Resources**

Natural resources are everything that originates from nature and can be utilized in the production process. According to (Djula, 2013) natural resources are factors of production provided by nature and used as raw materials as well as supporting elements in economic activities. In the salted egg business operated by persons with disabilities in Kuin Cerucuk Village, the natural resources used include duck eggs, salt, water, and red brick powder. Eggs are products derived from poultry, and there are various types of eggs, including chicken eggs, quail eggs, goose eggs, and duck eggs (ISHAK, 2021). In the production of salted eggs, duck eggs are used because they absorb salt more effectively than other types of eggs. Duck eggs serve as the primary raw material processed into salted eggs. Salt is used as a natural preservative and as a flavoring agent that gives the eggs their characteristic salty taste. Water is needed to mix the curing ingredients and form a paste that can be easily applied to the surface of the eggs. Meanwhile, red brick powder is used as a component of the coating mixture during the wrapping process before the eggs undergo the curing period.

#### **2) Capital**

Capital is one of the production factors that plays an important role in increasing productivity and output. On a broader scale, capital encourages investment in production activities as well as the provision of supporting production facilities, thereby improving production results (Umar, 2005). The amount of capital required varies depending on the type of business, whether it is a micro, small, medium, or large enterprise. Each type of business has different capital requirements. In addition, the amount of capital needed is influenced by

the length of the production process until the final product is produced. The longer the production process takes, the greater the amount of capital that must be provided.

Capital is essential for a company's survival in carrying out its operational activities. It greatly determines the development and growth of a business. Capital serves as a source of financing that reflects a company's ability to meet its funding needs. Business activities may be financed entirely through the company's own capital or through a combination of internal capital and borrowed funds.

In the Difa Salted Egg business, capital is used to procure both the main raw materials and supporting materials. The Difa Salted Egg business group obtains duck eggs directly from farmers located in Hulu Sungai Tengah Regency, specifically in Barabai. In each order, the business group usually purchases one package of duck eggs consisting of six trays at a cost of approximately IDR 400,000. Each tray contains around 30 eggs, resulting in a total of about 180 eggs per order. The ordered duck eggs are then delivered directly to the Difa Salted Egg production site, usually three days before the production process begins.

In addition to duck eggs, the business group also requires supporting materials, with salt being the main ingredient in the salting process. Salt is used to make a paste that not only gives the eggs their salty flavor but also helps preserve them. Salt is relatively affordable, costing around IDR 40,000 per pack containing 20 sachets, each weighing 250 grams. Another supporting material used is crushed red brick. The crushed red brick is mixed with salt and water to make the salting paste. The price of red bricks ranges from approximately IDR 700 to IDR 1,000 per piece. In a single production cycle, about two red bricks are typically needed, depending on the number of eggs being produced.

In a single production cycle, they use approximately 140–180 duck eggs. Production activities can take place up to eight times per month. As a result, the total number of eggs used in one month reaches approximately 1,400 eggs. Furthermore, the salted egg business is capable of generating a monthly turnover of around IDR 6,000,000–7,000,000. Meanwhile, the net profit earned after deducting production costs, such as the purchase of raw materials, equipment, and other operational expenses, averages between IDR 1,500,000 and IDR 2,000,000 per month. At certain times, however, profits may exceed this amount, for example during the anniversary celebration of the City of Banjarmasin, depending on the number of orders and market conditions. The profit is then distributed among the members involved in the production process. This finding is consistent with the opinion of (Rawis dkk., 2016) who stated that profit is the primary objective of a business because it enables sustainable business development. In addition, a company's ability to generate profit reflects the quality of its

management and operational performance, which ultimately influences the value of the company.

### 3) Human Resources

Human resources are a factor of production derived from the physical abilities, knowledge, skills, and experience possessed by individuals in carrying out economic activities. Human resources are often referred to as labor, namely individuals who play a role in processing raw materials into goods or services that have utility and economic value. Labor encompasses both the physical capabilities and skills that a person possesses in performing a job. In organizations and economic activities, the division of labor allows each individual to focus on specific tasks, resulting in more optimal outcomes than if all tasks were carried out by a single person (Prasetyo, 2024).

Each individual has a role in supporting the smooth operation of the production process, including managing raw materials, operating equipment, and supervising ongoing activities. The division of tasks consists of two workers responsible for washing the eggs, two workers assigned to candle or inspect the eggs to ensure their quality, and two other workers responsible for preparing the fermentation mixture used in the production of salted eggs. This division of labor is implemented to ensure that the production process runs more quickly and efficiently according to the workers' respective abilities. In the context of small-scale enterprises, a clear division of tasks plays an important role in improving work efficiency and accelerating the production process, as each worker can focus on a specific task that matches their skills and capabilities (Gea dkk., 2024).

In the process of producing salted eggs, there are several challenges faced by persons with disabilities, particularly limitations in mobility when retrieving tools or materials used during production. Some workers use mobility aids such as crutches, which make their movements slower and require greater caution. Despite their physical limitations, persons with disabilities continue to demonstrate high enthusiasm and motivation in carrying out the business. They work diligently and support one another to ensure that the production process runs smoothly. Work motivation plays an important role in improving the productivity of persons with disabilities. It encourages them to remain productive, independent, and actively involved in running the business despite facing various physical limitations (Nada dkk., 2024).

### 4) Entrepreneurship

Entrepreneurship is an individual's ability to organize and manage the factors of production in order to generate profit. This factor plays a role in decision-making, task allocation, capital management, and business development. In Difa's salted egg business, the

entrepreneurial role can be seen in the business supervisor, who organizes production activities, coordinates group members, and receives customer orders.

The business supervisor serves as the main coordinator in production activities. He is responsible for gathering production members whenever an order is received. Usually, he informs the members several days before the production process begins so that each member can prepare themselves and the necessary materials. The supervisor also plays a role in receiving customer orders through the WhatsApp application. This task is carried out by a person with visual impairment using the TalkBack feature on a smartphone. TalkBack is an accessibility feature that helps visually impaired users operate mobile phones through voice assistance. The feature works by converting text and menus displayed on the screen into speech, enabling users to access information without having to see the screen directly. Likewise, when opening messages, typing, selecting contacts, or receiving calls, all information is automatically read aloud by the TalkBack feature. With the support of technology and an appropriate work environment, people with visual impairments are able to conduct business activities independently and productively (Surwanti, 2014)

### **Production Stages of Salted Egg Business**

In the salted egg business operated by persons with disabilities in Kuin Cerucuk Village, the production process is carried out in a simple manner by utilizing duck eggs as the main raw material. This production activity involves several interconnected stages, starting from the selection of raw materials to the packaging of ready-to-sell products. The stages of salted egg production are as follows:

#### **1) Preparation of Equipment and Raw Materials**

Before entering the salted egg production stage, a preparation phase is first carried out, which includes providing raw materials and production equipment. This preparation stage is a very important step because it determines the smoothness of the production process and the quality of the salted eggs produced. At this stage, the business group ensures that all required materials and equipment are available and in good condition. The planning of raw material and supporting material inventories needs to be conducted systematically and in a controlled manner to ensure that the production process runs effectively and produces results in accordance with the predetermined targets (Sakti, 2019)

#### **2) Egg Soaking**

The initial stage in the production of salted eggs begins with soaking duck eggs for several minutes in clean water. After soaking, the eggs are washed. This scrubbing process aims to remove dirt and impurities from the eggs. Cleaning is carried out in a bucket filled with

water so that dirt can be easily removed and the eggs do not crack. The duck eggs are washed with clean water while being gently scrubbed using a sponge to prevent breakage. The eggs are scrubbed carefully to avoid cracks, as even small cracks can cause the eggs to spoil during the fermentation process. After scrubbing, the eggs are rinsed again until they are completely clean.

### 3) Egg Candling

The next stage is inspecting the quality of the eggs by candling them using the flashlight from a mobile phone. The candling process is carried out by placing the egg over the light source or by positioning the bottom of the egg against the phone's flashlight. The light that passes through the eggshell reveals the condition of the egg contents inside. Through this process, it can be determined whether the egg is in good condition or damaged. If the flashlight beam passes through clearly and appears bright, the egg is considered fresh. In contrast, eggs that are cracked, damaged, or spoiled usually appear cloudy, show dark spots, or allow less light to pass through. Eggs found to be cracked or damaged are separated and not used. Eggs that pass this inspection are declared suitable and ready for the next stage.

### 4) Making Fermented Dough

The next stage is the preparation of the fermentation mixture. In this stage, red bricks are crushed into a fine powder. The crushing process is carried out to obtain a smooth texture, making the brick powder easier to mix with other ingredients. The finely ground red brick powder is then mixed with an adequate amount of water in a basin. After the mixture is formed, salt is added to the basin containing the red brick powder mixture and stirred until evenly blended. Salt serves as the main ingredient in the fermentation process, providing the characteristic salty taste to the eggs. This is in line with the opinion of (Yuniati, 2011) who stated that salted eggs can be produced using a salting mixture consisting of ash and salt, while a combination of brick powder and salt can also be utilized as an alternative salting medium. The evenly mixed red brick powder and salt paste is then ready to be used for coating the eggs in the next stage.

In addition to original-flavored salted eggs, the Difa salted egg business group also produces salted eggs with spice-based flavor variants such as garlic and ginger. The production process is basically the same as that of the original salted eggs; however, additional ingredients are included during the preparation of the fermentation mixture. Spices such as garlic and ginger are first cleaned and then blended until smooth. The processed spices are subsequently mixed into the red brick powder paste that has already been combined with water and salt, and then stirred until evenly distributed. One of the key factors in business sustainability is the

ability to create effective innovation. Innovation is a crucial element for business operators in developing their enterprises, particularly in enhancing competitiveness (Prasetya, 2023)

#### 5) Coating the Eggs with the Fermentation Mixture

At this stage, the mixture consisting of salt, red brick powder, and water is evenly applied to the entire surface of the eggs. The coating process is carried out carefully to ensure that no part of the eggshell is left uncovered, allowing the salt absorption process to occur optimally. This activity is generally performed manually by production workers using their hands. The coating process is one of the most important stages in salted egg production because it serves as a medium that helps salt penetrate the pores of the eggshell, resulting in the characteristic salty flavor of the final product.

#### 6) Egg Storage

The coated eggs are then arranged and stored in clean, dry buckets or sealed containers. The eggs are carefully organized to prevent excessive pressure between them and minimize the risk of breakage. Once placed in the containers, the eggs are left to cure for a minimum of two weeks. The storage process provides sufficient time for the salt to gradually penetrate the interior of the eggs.

The storage period typically ranges from 12 days to two weeks to ensure optimal salt absorption. This is consistent with the findings of (Ariawan & Hafid, 2021) who stated that the salting process generally requires approximately two weeks. This process occurs due to the difference in pressure between the curing material and the eggs, allowing the salt to diffuse and penetrate into the eggs. After being stored for approximately two weeks or longer, the salted eggs are removed from the storage containers and proceed to the cleaning stage. During this stage, the eggs, which were previously coated with a mixture of red brick powder and salt, are cleaned to remove any remaining coating material adhering to the eggshell surface.

#### 7) Steaming the Eggs

After the salted eggs have been cleaned and dried from any remaining curing mixture, the next stage is cooking the eggs until fully done. The salted eggs are placed in a pot or steamer filled with an adequate amount of water and then set on a stove. The steaming process is carried out over low heat so that the heat is distributed evenly and to prevent the eggs from cracking due to excessively high temperatures. Cooking over low heat also helps maintain the texture of the eggs, preventing them from becoming too hard while preserving the characteristic flavor of salted eggs. During the cooking process, the pot is covered to keep the temperature stable and ensure optimal cooking. A relatively long cooking time is required to ensure that the inside of the eggs is thoroughly cooked and safe for consumption.

The salted eggs are processed using a steaming method for approximately three to four hours. Generally, salted eggs are prepared by boiling; however, an innovation in the production process involves the use of steaming. This steaming method is known to extend the product's shelf life, allowing the salted eggs to last for up to around 10 days without refrigeration, compared to the conventional method, which typically preserves the eggs for only three to seven days. After the cooking process is completed and the salted eggs are fully cooked, the eggs are carefully removed from the pot or steamer to avoid damage. The eggs are lifted slowly using a cloth, towel, or other suitable tools to protect hands from the heat and prevent the eggs from colliding with one another. The eggs are then transferred to a clean container, such as a basin or tray. The hot salted eggs are left to cool naturally until their temperature decreases.

#### **8) Stamping the Eggs**

Once the eggs have cooled down, the next step is stamping the surface of the eggshells. The stamp used bears the words "Telur Asin Difa", which serves as the product's identification mark. Based on the figure, the stamping process is carried out manually by gently and carefully pressing the stamp onto the eggshell surface so that the writing is clearly imprinted without damaging the shell. The purpose of this stamping process is to distinguish the salted eggs from those produced by other businesses, while also serving as a brand mark and business identity.

#### **9) Salted Egg Packaging**

After the salted eggs have been stamped as a product identity, the final stage in the production process is packaging. Packaging plays an important role in attracting consumers, improving product quality, and extending shelf life to maintain product durability (Indraswati, 2017). The salted eggs are then packaged using transparent plastic containers (mica packaging). Three packaging options are available, containing four, six, or ten eggs, depending on consumer needs and demand. The packaging includes a product label containing the product name, halal logo, ingredient composition, production address, and ordering contact number. Transparent mica packaging is chosen because it allows consumers to directly observe the condition of the salted eggs while providing sufficient protection against minor impacts. The packaging process is carried out carefully to maintain the cleanliness and quality of the salted eggs. Once packaged, the salted eggs are distributed and marketed to consumers as products that have undergone hygienic production and processing procedures. In the production process, the selling price of the salted eggs is determined based on the egg size and the number of eggs contained in each package. Small-sized salted eggs are sold at a price of IDR 20,000 per package containing four eggs. Medium-sized salted eggs are sold at a price of IDR 30,000 per

package containing six eggs. Meanwhile, large-sized salted eggs are priced at IDR 50,000 per package containing ten eggs.

## **CONCLUSION**

The salted egg production business operated by persons with disabilities in Kuin Cerucuk Village is a form of enterprise that provides opportunities for people with disabilities to actively participate in economic activities. Through the Telur Asin Difa business group, which is supervised by the Indonesian Association of Persons with Disabilities (PPDI) of Banjarmasin City, persons with disabilities are able to utilize their skills and abilities to produce products with economic value. Although the members experience various physical limitations, these challenges do not prevent them from running the business. Support from PPDI, entrepreneurship training, and the strong work ethic of the members are key factors contributing to the sustainability of the enterprise.

In its production activities, the Telur Asin Difa business utilizes several factors of production, including natural resources, capital, human resources, and entrepreneurship. The natural resources consist of duck eggs, salt, water, and red brick powder, which serve as the main materials in the salted egg production process. Capital is used to meet the needs for raw materials, equipment, and business operations. Meanwhile, workers with disabilities play an important role in every stage of production according to their respective abilities. The salted egg production process involves several stages, namely the preparation of tools and materials, egg washing, candling to ensure egg quality, preparation of the curing mixture, coating the eggs, storage, steaming, stamping, and packaging. Each stage is carried out systematically and involves cooperation among members to produce high-quality products that are ready for marketing.

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