CONTEXTUAL ANALYSIS OF THE RURAL POOR EXPERIENCE IN RELATION TO LIMITATION OF LIVELIHOODS INFORMATION ACCESS

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Abstract

Studies on the rural poor are continuously performed using either the multidimensional or contextual approach. This study was conducted to analyze the meaning of poor from an emic approach, especially in the context of the specific aspect of limited access to livelihoods information. By using the qualitative method and phenomenological tradition of Schutz, the results showed that the rural poor had the following experiences: (1) were less fast in the skirmish to obtain livelihoods information; (2) no one ever told them them anything concerning the existence of livelihoods information they desperately needed; (3) not much could be done to increase their income; (4) had no knowledge and experience of reading literature on entrepreneurial-based businesses; (5) felt no need to seek livelihoods information; (6) could not bear to see people fighting each other to obtain livelihoods information ; (7) was not able to seek and obtain livelihoods information; (8) were ignorant of the existence of books or literature regarding successful entrepreneurship; (9) had insufficient time for reading books and other reading materials on entrepreneurship; and (10) had limited experience in seeking and using livelihoods information.

Keywords: access to poverty information, poor; rural poor experience

1 Background

Scientists and researchers have conducted assessments concerning problems of the poor and rural poverty. Most studies were viewed from the economic dimension and only a small part from the non-economic dimension. Numerous scientific literatures with diverse approaches have been presented. There are objective and subjective approaches and even a combination of both. A study by the World Bank (2006) (1) reported that the majority of poor people mostly live in rural areas (69%), work in the agricultural sector (64%), the work is informal by nature (75%), and approximately 22% are unpaid family workers.

There are specifically at least eight non-economic dimensions of poverty, namely: inability to fulfill the basic needs such as food, clothing and housing; low economic accessibility to education, health, sanitation, etc.; low ability in capital accumulation and investment; vulnerable to shocks caused by external factors such as technical, natural, economic, social and political factors; low quality of human resources and incompetent in natural resources; limited involvement in social activities; limited access to sustainable job opportunities; and inability to work due to physical or mental disabilities (Rusastra and Napitupulu, 2010).

Meanwhile, in the non-economic dimension, the concept of poverty is related to the poor quality of human resources, accessibility to basic needs such as food, clothing, shelter, education, and health (Yusup and Komariah, 2014); and involvement in employment and business opportunities in a broad sense (Rusastra and Napitupulu, 2010), including limitations toward accessibility and finding information that could be used as a gate to business activities to empower themselves and their family (Yusup, 2013, p.86).

As an illustration, the result of some studies that used the qualitative approach on the rural poor in relation to their search for livelihood information (Yusup, 2012a; Yusup, 2013), argued that the meaning of poor is a contextual characteristic, indicating that there is no single concept that applies comprehensively. Hence, these contexts are interesting to be further studied.

This study specifically examined the aspects of the views and experiences of the rural poor in their efforts to access information related to the context of livelihoods limitations. These aspects are related to how they were less fast in the fight to obtain relevant livelihoods information; how they felt there was no one who conveyed livelihood information they desperately needed; how they felt no need to ngoyo (work very hard) in seeking for livelihoods information; how they could not stand watching people fight each other to get livelihoods information; how they felt unable to com-

pete in searching and getting livelihoods information; how they felt ignorant about obtaining books or reading materials regarding technical information, which could improve their livelihoods such as successful entrepreneurship; how they felt they did not have much time for reading books and other reading materials containing information on entrepreneurship; and a number of other issues that could reveal their views and experiences in reaching their expectations.

The description of the reality of the rural poor and the information obtained through a number of questions as mentioned above, were mainly to reaffirm that by applying the emic approach, various interesting, unique, and important things could be further conveyed from every context of the problems above. This study focused more on the assessment and disclosure of specific aspects of the views and experiences of the rural poor in their search for obtaining information for their livelihoods. The study was performed on rural Ciamis, West Java, Indonesia.

2 Research Purpose

The purpose of this study was to examine and reveal more about the specific aspects related to the views and experience of the rural poor themselves in finding and obtaining information for their livelihood, especially on the specific aspects of limited access to livelihoods information.

3 Research Contributions

• Theoretically, the results of this study were expected to contribute to the enrichment and development of information and library science, especially in the context of seeking meaning among rural poor people related to their experience in searching, finding, and using livelihoods information

• The results of this study were expected to contribute to the construction of a model of intervention in the government's endeavors to reduce the poor population in rural areas, by involving aspects of the views and experience of the poor.

• As an additional unique source of information for rural oriented scientists and researchers, especially for those whose research subject is the rural poor.

• As an additional source of information for the government, especially regarding local government policies in relation to the design programs to empower the rural poor by directly involving them in a functional way.

• In order to acquire more comprehensive knowledge on the map concerning views, feelings, and experiences of the rural poor, especially on the specific aspects of limited access to livelihoods information.

4 Literature Review

The problem of poor and poverty in areas all over the world is an inexhaustible subject for studies and discussions as it will always be attached to the reality of the lives and livelihoods of mankind. From immemorial time and in the future, there have always been and there will always be poor people living on this earth. Poor people can be found in almost any area or country. They socialize and blend with the non-poor population within the scope of certain administrative regions in a country. In Indonesia, for example, the number of poor people is still relatively quite huge, about 11 percent, or approximately 27.73 million inhabitants (CBS, 2015) (2). Most of them live in rural areas (69%), work in the agricultural sector (64%), the nature of work is informal (75%), and approximately 22% are unpaid family workers (World Bank, 2006) (3).

Philips and Legates in Badruddin, Syamsiah, (2009), indicate four perspectives of the poor, namely: (1) Poor as a result of personal failure and certain attitude, especially the social psychological characteristics of poor individuals who tend to inhibit improving their fate. Consequently, the poor do not plan their future, they do not save or pursue a higher education level; (2) Being poor is considered a particular subculture passed on from generation to generation. The poor is a community with a particular subculture that is different from the non-poor. They have a fatalistic attitude, are not able to control themselves, are oriented to the present, are unable to postpone pleasure or make plans for the future, they do not have class consciousness, or cannot see the economic factors such as the opportunity to change their fate; (3) Poor is perceived as a result of a lack of opportunity, the poor always have deficiencies in the areas of skills and education to get a job in the community; and (4) Poor is a structural characteristic of capitalism, as in a capitalist society, a small segment of people become poor because others have become rich.

The different criteria of poor depend on the approach used. The two main approaches are the economic and non-economic. Socio-economic data collected in 2005 (PSE05) (4) by the Central Bureau of Statistics (BPS 2008) used 14 indicators for poor as follows: size of floor of the house; type of floor; type of walls; sanitation facilities; source of drinking water; type of light used; type of fuel used; frequency of meals a day; habit of consuming meat / chicken / milk; affordability to buy clothes; affordability to go to health centers / clinic; occupation of the household head; education of the household head; and ownership of assets. The 14 indicators elucidate the population's poverty on micro or household level: the lower the population meets or the more incapable the population is to meet these minimum standards limits, the more it indicates that the concerned population belongs to the poor category.

The poverty comprises people who are not yet able to fulfill their basic needs such as food, clothes, housing, health and basic education. In general, they own businesses in the informal sector, which are categorized as small, very small or even micro business. Their economic activities are not yet able to fulfill the minimum living needs of the family. The definition of very small businesses here includes informal small businesses and small traditional businesses. In fact, they are small entrepreneurs who are less fortunate and do not progress, however keep working and struggling to support their family.

Amirudin (2010) in a study on the meaning of poverty for the poor people in Central Java (Analysis of the Poor Myth in the Municipality of Semarang), argues that the essence of the meaning of poor for the poor is essentially a process of transition. A process built at least on two pairs of opposite dimensions, the dimension of rejection (rejection of the poor condition) and the dimension of acceptance (acceptance of cultural realm experienced). Poor people often utter that they "accept" their condition, however essentially they do not want to be poor. Thus, on the one hand, they accept their condition, but on the other, they reject it.

Meanwhile, Yusup (2012a), in his study on the seeking behavior on livelihoods information of the rural poor, states that the scope of life and livelihoods of the rural poor is extremely limited. Additionally, from the aspect of job searching to support their livelihoods for example, they call on relatives, neighbors, and other fellow workers alike. Moreover, Yusup (2012b) in his study "The Meaning of Poor for Poor People and their Behavior in Finding Livelihoods Information" has found a uniqueness that the rural poor in seeking livelihoods information prefer to use information deriving from an interpersonal relationship.

Yusup and Komariah (2014) reported the results of their research on "Health Information Seeking and Use among Rural Poor Families in West Java, Indonesia" in the Brazilian Journal of Information Science (BRAJIS), describing the mapping of the seeking behavior and the use of health information among disadvantaged (poor) families in Bandung, West Java, as follows:

> The most prominent information need dimension is related to the basic needs comprising of food, clothing, shelter (housing), health, and education; the most prominent of health information-seeking dimension is related to seeking actively for informal interpersonal sources; and the most prominent information dimension used is the type of health information acquired from selected health experts, neighbors and family as well. The main conclusion is the need for health information has not yet become a priority for the poor people, however when they need the information they will seek actively for informal information sources and use this information to solve their health problems (Yusup and Komariah 2014, p.1)

Zhao & Klein (2009) conducted a similar study entitled "Information Needs and Perceived Availability: Results of a Survey of Small Dairy Farmers in Inner Mongolia". This study examined the various forms of information acceptance based on various needs of the small dairy farmers in Inner Mongolia, and the effectiveness of the use and provision of information could be used as additional information to enrich this study. By using the information behavior theory, the result showed that information from farmers and sources from the market were more used than information from technological sources. Meanwhile, small dairy farmers with relatively higher education level used more information and information from technological sources.

A literature review on rural poverty showed there was not yet an in-depth specific study from the perspectives and experiences of the rural poor, especially in terms of the behavior on livelihoods information. These specific aspects are interesting for further investigation. An example includes a specific study on the rural poor's livelihoods information behavior, the rural poor's experience in seeking and using livelihoods information, the rural poor's attitude experience in addressing toward global development that penetrated into their lives, and experience of the rural poor in facing obstructing limitations toward livelihoods information.

5 Research Methods

This study used the qualitative method and the phenomenology theory of Schutz (1967) to explain the meaning of poor from the perspective of the poor and their experience in comprehending the livelihoods information as part of their struggle for survival, especially in relation to the phenomenal context of limited information access among them. Other aspects of experience such as missing the information, failing in the struggle to obtain livelihoods information, and other similar related aspects are contexts, which can be discovered and further studied so that the nature of oneself and the experience of the poor can be revealed in finding and using information for the sake of their livelihood.

One hundred and twenty-two people formed the source of data, 107 people were informants who participated in the in-depth interview and 15 people were informants who participated in the assisted experimental business development. All the informants are from a number of villages in Ciamis, West Java, Indonesia.

The interviews and assistance of this experimental business development for the disadvantaged youth groups were in fact regarded as data collecting techniques for the research. Next, the collected data were processed, classified, analyzed and constructed into the research model.

As an illustration, all 122 informants each had a different kind of livelihood, although still in the category of

doing small jobs in the traditional agriculture sector. These jobs include tapping palm-sap, collecting firewood in the nearby forest, raising fighting cocks, sheep and free-range chickens, producing banana sweets, repairing bicycle-tires, vegetable peddlers, temporary farm laborers, and other types of temporary jobs which are usually carried out in the village. They lived and associated with other community members of the nearby neighborhoods, with the rich as well as the poor. They had different types of livelihoods, hence did not interact with the related livelihoods.

Additionally, from the conditions described above, it was interesting to recognize aspects of their perceptions and feelings of being poor in relation to their current life and livelihoods. How and what their perceptions and experiences were about poor and poverty which became a part of their life; how they struggled for seeking and using livelihoods information to support their survival and family; and other aspects relevant to the context of limited access to livelihoods information in the realm of the rural poor.

6 Results

In fact, the term 'poor' was almost never stated explicitly by the people categorized as being poor. All the 122 key informants in this study did not ever mention the word poor, both in the context of a personal conversation with the researcher, as well as when they were socializing with other people, including other poor fellows. During the direct and indirect observations of this study, the word or term 'poor' never emerged. They almost never used this term to describe the poor economic conditions of a person whom they considered to be poor. The term poor was only used in formal events, such as when the village board was distributing *raskin* (rice distributed to poor families) to most of the villagers. They more likely used a term that had no direct connotation to the poor, such as: *wong ora nduwe* (the have not), *ora nduwe apa-apa* (the have nothing), *kangelan* (difficulties), *susah* (sufferings, lack of ability), *nol* (zero or empty), beggar (people who do not have anything, destitute/deprived, poor), *ora cukup* (not enough), *dicukup-cukupke, sikil enggo endas endas enggo sikil* (figurative meaning: the feet become head, the head becomes feet(it means: working very hard with difficulty), and *jempalikan* (figurative meaning: turning somersaults, working hard and making efforts which are tiring, however the results were not in line with the expectations) (Yusup, 2012a).

 According to the concept mentioned before, the poor can be divided based on several aspects, such as aspects of the condition of the property. For example: home ownership with all its contents and its relevance, aspects of the struggle of the poor in their efforts to reach their expectations, aspects of fate which described a belief system which still exists in the village.

The belief that being rich and poor was already predestined, *Urip mung sadermo ngelakoni* (life should only be lived), and other aspects which expressed the meaning of upholding human dignity.

The following Table shows the analysis of the contextual meaning through categorization of the results of the field research. These results were obtained from observations, interviews, and text data associated with the poor people's perception of the meaning of poor and poverty, as well as their experiences in the struggle for seeking and using information to support their livelihoods (Appendix 1).

The Table above shows a categorization of the diverse views and experiences of the informants regarding the meaning of poor conformed to the rural poor. Without generalizing the views and experiences of the informants, the researcher tried to categorize them specifically based on their views, feelings, and experiences. Henceforth, the essence of all views and experiences regarding the reality of poor can be attained, in accordance with their feelings and experiences

The poor differed in explaining the meaning of poor; however, the differences were still in harmony with the context, which still contained a deprivation context as well as certain deficiencies and did not always refer to an economic context. Based briefly on perceptions of the key informants, especially during observations and depth-interviews, the word "poor" was not mentioned even once. The poor population in the research area detest the concept of poor. On the other hand, they often used the terms 'do not own', 'cannot afford', and 'do not own anything', while the term "poor" only emerged when used by people outside of the poor community. In fact, they felt offended if a poor person was categorized as being poor. However, they will accept subtle terms such as 'do not own', 'cannot afford', and 'small people', which are always associated with their social and economic conditions. Essentially, the meaning of poor and their experience cannot be separated from its context. It is a condition that occurs within a person, a group of people, or a particular community, which describes the situation of those who are unable to meet the minimum requirements of their personal and social life. This condition manifests in the form of attitudes, views, and their daily behavior associated with the various types of livelihoods. For example, Wasimin, one of the informants in this study, was a figure of the rural population who was simple, modest and with little demands. He felt comfortable living in the rural environment. Although his family and livelihood was categorized as *have not*, he tried strongly to keep the principle of independence and tried not to owe to somebody. According to him, he tried hard not to be tempted to take out a bank loan and so far has never borrowed money from the bank although he belonged to the *have not*. Stories from Wasimin and other in-

formants are quoted below to describe their experiences of being poor and living in poverty:

> As an illustration, in those difficult times, my house was a thatched roof hut, its *gedek* (walls) were made from *kajang*, which is plaited from a kind of janur leaves or coconut leaves or alang-alang (a kind of tall, coarse grass) or leaves which are found at the seashore. Currently, there are even still huts with roofs made from jerami (dried rice stalks or straws). It was really a bitter life.

All informants regarded the meaning of poor as identical to the *have not*, shacks, doing small jobs, having temporary jobs and not having much choices of jobs, even giving an impression of compliance. A condition, which they had to accept, included the humiliating remarks made by a neighbor, such as "unproductive efforts from childhood until old aged". "I am offended but what can I do. I just have to be patient because I have nothing", revealed Wasimin, Paino and Ali. The context of poor as mentioned above indicated that the meaning of poor cannot be generalized. Even in individual and personal contexts, the concept of poor is still specific. To mention a few: context of ownership, concept of effort, context of inability, context of trial and error, context of external assistance, context of forced self-reliance, context of motivation and hope, context of behavior and information access, context of need, context of inability to fulfill basic needs, context of social communication, and other kinds of contexts (Yusup, 2012a; 2012b).The contextual explanation is shown in the Table above.

Terms such as *ora duwe* (do not have), *ora nduwe apa-apa* (have nothing), and *nol* (empty), describe the concept of poor associated with the concept of ownership of property. This concept is often used by the poor or by those who are not poor to describe the condition of a population based on home-ownership and the aspect of property ownership. The term poor itself is never used by the rural people; they preferred to use the indirect term which does not directly describe a person as being poor (miskin). In this study Boniah, Wasimin and Sahalxii discussed about "efforts from childhood until old aged, no development, unsuccessful, to have nothing". Almost all their whole lives, they have struggled to survive performing specific jobs as previously mentioned. However, until their current age (above 70 years old) they have not succeeded yet.

Out of the 122 people categorized as being poor and those chosen as the key informants, almost all defined more humane, respected or valued concepts compared to the concept of poor defined by the external side. They prefer using terms such as have not, incapable, unsuccessful, there is nothing, not successful yet, failed in its efforts, with difficulties, acceptance, destiny, fate, and other more respectful terminologies in their daily lives.

7 Vulnerable in the search for livelihoods information

"Presently, one must compete in speed and smartness", stated Ali Subhan, Mujer, and some other informants. Those who are faster and smarter in searching and finding livelihoods information will earn more, while those defeated in the struggle will not get anything. They even were not ashamed to seize other people's livelihood by cheating and manipulating data and numbers as well as through criminal actions.

Further consequences of struggling for whatever they considered may result in getting money, can cause personal and social effects to members of the poor community. One of them is the feeling of having been personally and socially offended. There is a phenomenon of a personal offence against a group of rural poor such as poor people are easily annoyed at social communication stimulants directed towards them. They also will be offended if someone (direct or indirectly) communicates offensively with them. For example, because of a misunderstanding, Paino, an elderly informant, struck a man whom he thought has offended him because of his poor condition. Therefore, it is essential to be cautious when communicating directly to people categorized as poor.

This easily offended behavior described previously, has further affected their efforts to obtain livelihoods information. People who have intention to help the poor community should act cautiously so that they will not feel offended. A member of the poor told that if a person wanted to share his *rizki* (fortune) with members of the poor, he would be considered as "the rich who wants to show off (*riya*)". Whereas, from the side of the sensitive poor, arguing about the poor has caused isolation from their social relationship. They often were embarrassed to ask for assistance to search for livelihoods information, which could be their opportunity to obtain a job. They were reclusive regarding livelihoods information, especially to people who were not from their group or close relatives.

As consequence of their isolated scope, the rural poor seemed to live in a narrow world, which colored all aspects of their life. They did not think of other businesses or jobs than the one they already held/ owned. As to look for new jobs was useless, "None of the attempts will be successful", commented Mujer, Ali and some other informants.

8 Discussion

Next is a presentation based on the results and discussions of this study, the aspects of experiences of the rural poor in living their lives, especially in relation to the context of limitation to information access. Likewise, these contexts became the subject for discussions concerning rural poverty problems that required urgent attention.

• Behind-hand in information. The rural poor were often confronted with the aspect of falling behind in obtaining livelihoods information. They were often late in receiving information on job opportunities.

• Limited to personal sources in interpersonal way. The rural poor did not have access to sources of information. They searched and used more information sources in an interpersonal way from close relatives, neighbors and similar workers. Limited to knowledge and skills in small jobs. The rural poor had a limited scope of knowledge of types of limited seasonal jobs. Meaning, they did not have knowledge and appropriated skill to small jobs. Obviously, they only managed one kind of business; however, they had no capacity to develop it.

• Knowledge on information and sources of livelihoods information were very limited. Rural poor people had insufficient knowledge on the development of livelihoods information, which changed continuously in line with/ according to the rapid social changes due to communication and information technology.

• Livelihoods information was limited to informal sources of information. Rural poor people used more information from informal sources of information. Formal information and sources of information from the government almost never reached them. Consequently, they seemed to be lost from the government's public information services and other parties that were more structured, such as the business services performed by the local government, library services and other kinds of more formal services. Interpersonal information channels with limited scope. Poor rural people sought and used more livelihoods information from personal sources in an interpersonal way. They hardly used sources and channels based on technology in their lives and livelihood.

• Lost in speed for obtaining livelihoods information. The rural poor often lose in speed to obtain livelihoods information, such as when they intended to establish or start a new and prospective business, it apparently turned out that other people were ahead in doing so.

• Could not stand people vying for money. The rural poor could not stand people vying for money without caring about business ethics. For example, if someone started a business in a certain place/location suddenly there was another person at the same location starting similar business.

• Access to livelihoods information based on communication and information technology was very limited (low). The rural poor hardly used sources of information based on technology for the reason that they did not have, did not know how to use and did not need it .They only watched TV programs once in a while at their neighbor's; and only watched entertainment, and not to improve their business skill.

• Pessimistic to obtain a new kind of business. The rural poor were pessimistic to reach their hopes regarding information on business opportunities other than their small jobs. They did not dare to take risks in searching new livelihoods information and sources of information.

• Lack/ Low of curiosity. The rural poor are not interested in searching for new types of business, even in searching for sources of livelihoods information. The main reason was they are afraid of failures. They are satisfied with what they already had /possessed and are still working on it, although what they earn is insufficient to fulfill their daily basic needs.

• Limited access toward books and other reading materials. The rural poor generally never possessed books and other reading materials at home. They preferred to give pocket- money to their children for buying snacks than for buying books for their education.

• Ashamed /Embarrassed to seek help of others. In searching for information to support their livelihood, the rural poor seldom asked for assistance to others, however when someone gave assistance, they would gladly accept it. This showed that their embarrassment defeated everything.

• Had a close attitude toward people they did not know well yet, and with those who were neither their close relatives nor people from their group, especially in relation to their work. They are more open to people of their group, close relatives and people who performed the same kind of work as themselves.

• Submissive attitude (*pasrah*). The rural poor often have a submissive attitude and acceptance of their fate. Most of them had low curiosity and did not dare to take risks. They did not have needs and did not try searching for livelihoods information besides the one they already owned, because of fear for failures. Besides, it was already difficult enough with their present job or they had learned their lesson (*kapok*) from previous failures.

Recommendations

• Poor is identical/synonymous with failure and incapability. Obviously, in this context every activity progressing in the development intervention programs for poor people should be based on education and training with assistance/ mentoring (?), and when implemented should involve their perceptions, needs, desires (?) and experiences, so that the performance of their activities linked/ are related/ connected to the poor's actual needs/ requirements

• Any activity which aims to help the poor to get out of this poor condition needs activities that directly touches their interest, by way of giving opportunities to their children to continue their education to a higher level. Some of them are dispensation of

school fee, granting scholarships and provision of study facilities in every strategic location, such as the village library, community reading center, assistance for study groups, and other activities based on improving skills of the rural poor people.

- Poor was also identical to people who are always lagging behind on information/ missed information. In this context, any activity performed concerning the poor theme, should take note of/ pay attention to matters such as literate information, supply media and resources to study together, establish rural libraries, community reading centers, provide implementation services and reading and business assistances, as well as other activities generally performed/executed by universities in the Tridarma program (research, teaching and social services, the three responsibilities of institutes of higher education).

- Poor is identical to people who need other people's mercy and help in their endeavors. Poor were identical with those who feel the need to get the mercy of others, felt the need to help others in the attempt. In this context, every wealthy person, especially in economic, education, social and other aspects should support in implementing aides, by way of PKM (Pengabdian Kepada Masyarakat or Community Services) for universities, conducting training about entrepreneurship information literacy for those who will work in the field of library and information.

Notes

(1) Sources: World Bank, Jakarta, 2006; The world bank's official website at: http://go.worldbank.org, accessed on August 1, 2011

(2) Sources: http://bps.go.id/brs/view/1158/. Persentase Penduduk Miskin Maret 2015 Mencapai 11,22 Persen (Percentage of Poor People March 2015 Achieves 11.22 Percent).

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Appendix

No	Data Category of Contextual Meaning of the Rural Poor Experience	Specific Context of Access Limitations to Information
1	The rural poor have very limited social environment, simple working patterns, and are often out of date. They are skeptical to the present development of types of businesses. They even do not believe in the existence of a business or business through social media, mobile phone, and internet. Generally, they only know small jobs.	Missed the information; missed the news; out of date
2	Any kind of specific information sought by the rural poor is going through a source and channel, which can be similar or different. They prefer to use resources obtained interpersonally, while the use is informal, with a very limited scope, such as close relatives, neighbors, and other similar workers.	Access to information and information resources is limited to informal personal resources
3	The type of information sought by the rural poor is associated with the information source and channel used by them. Meaning any kind of information related to the small jobs that are much sought after and used in their environment, which in general can be classified as a type of small jobs ('odds and ends' jobs) information in agriculture, and the type of small jobs information in non-agricultural fields. Traditionally, the rural poor hold jobs in the rural agricultural sector. They almost do not have a permanent job.	Access to information and sources of information is limited to the type of small jobs in the rural agricultural sector.
4	Sources of information used by a large number of the rural poor are: interpersonal sources, people with similar work, neighbors, relatives, and official sources and channels (source of local government). The information sought and used are limited to sources such as relatives, nearest neighbor, and fellow workers alike.	Sources of information with limited scope to sources of relatives, neighbors, and other similar workers.
5	Sources of formal information, especially from the government, both at the level of RT, RW, group, village, until districts are almost never used by the rural poor in their daily work, except for official issues, for example when making identity cards (ID). Since small jobs are time-consuming the information from formal sources almost never reached the rural poor.	Usage of limited livelihoods information from informal information sources-
6	The rural poor in the search for specific information related to their livelihood prefer to use resources and interpersonal channels, such as enquiring to individuals, the nearest neighbors, elderly, or anyone else whom they are acquainted with. They almost never use sources of information-based on technology because they are busy and lack of technological facilities at home	Usage of interpersonal information channel with a limited scope.
7	The rural poor often fail in the struggle to get job opportunities, to get livelihoods information and are less fast in getting business opportunities in the rural agricultural sector. They are often ignorant about aids provided by the government and respond too late.	Lose in the struggle to obtain livelihoods information
8	Sometimes, they felt sad and helpless watching people struggling to survive, for instance to get rice and some cash distributed by the local government, although among them were people who did not belong to the poor but struggle to get the rice and cash to be allotted for the poor.	Could not bear watching people around them struggling to obtain livelihoods information which could give them income
9	The presence of communication and information technology facilities in all aspects of social life today, almost did not contribute directly to the livelihoods of the rural poor. Meaning that on the contrary, they almost did not get any benefit from the technological facilities except from television, which has become a source of entertainment information.	Ignorant of information and communication technology. Access to information and communication technologies is very low.
10	The poor felt unnecessary hoping too much for their unfavorable situation. They even tend to become frustrated and submissive to their poor condition. They generally hoped to stay healthy in order to be able to continue working. Even though some of them knew about the opportunity to find new livelihoods information, they still did not expect much from the result.	Context of unattainable expectations. Frustration and submission.
11	The rural poor felt unnecessary to have desires or try seeking for livelihoods information except keeping the one they already had because they were afraid of failure. It was already hard to get their present job or they felt they have learnt their lesson from previous failures. They tend to conceal their needs by saying things such as "to be healthy is enough" or "I do not want to think too far, it is confusing, the most important is that my family can eat"; or "That is the fate of the poor": or "Rich and poor is already predestined"; or "It is fate".	Submissive attitude. Context of low curiosity and afraid of taking risks.
12	The poor spent all their time working hard all day and throughout the year. They had no spare time for reading and learning to apply the literature about entrepreneurship. They acquired their business experiences from their parents, relatives and friends who are already working in similar jobs.	Access to books and other library media is very low
13	Due to the absence of an entrepreneurial model for education and skills performed by the government and other parties in a structured, scheduled, and sustainable way, which is specifically addressed to groups of rural poor, the knowledge and ability of entrepreneurship of the rural poor have not developed yet. They are still living in a poor condition from before until presently.	Access to sources of entrepreneurial services initiated by the government and other parties is very low

Table 1. *Analysis of the contextual meaning of the rural poor experience in relation to the limited access to livelihoods information*