CONTRIBUTION OF SOUND REINFORCEMENT BUSINESS TO THE ECONOMY OF YEWA COMMUNITY IN OGUN STATE, NIGERIA

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Abstract

This study aims to examine the contribution of sound reinforcement business to the economy of Yewa community in Ogun state, Nigeria. Specifically, it appraises the perception of musician involve in the sound rental system, about the employment opportunity in the business. The study employs qualitative research design. Data for this study were collected through Indepth Interview Key Informant Interview KII and Participant Observation PO, FDG Focus Group Discussion with selected sound vendors in ilaro, erinja and Ojaodan in Yewa community. The study shows that the sound reinforcement has added to the economy of Yewa community but it has not been more encouraging considering the capital invested by the sound vendors, also that musician within the community do not have steady clubs, Bars, Lounge to perform and entertainment within the community has not received the attention of the people within the environs. The entertainment industry within ilaro is not competitive, bars and club are not well patronize with live band music. The study concludes and recommends that more patronage of live band should be encourage so as to open the windows of active entertainment within the Yewa and its environment.

Keywords: sound reinforcement, sound rental system, Yewa community, economy.

Introduction

Entertainment is the major revenue for some of the advance countries in the world, specifically United State of America has well received her revenue from Hollywood and other entertainment outfit, like the Grammys and Oscar awards and narrowing it down to our environment with the space called Yewaa southwestern geographical location knowns as the old Egbadocommunity in Ogun State entertainment has not been well appreciated.

Johnson Samuel 2021 noted that Yewa clan is a multi-ethnic, (Yewa (formerly Egbado).Tribe) multicultural diverse sub ethnic group of Yoruba people located in Ogun State, South west region of Nigeria with an estimated population figure of 1.8 million people spread across the present day five local governments of Yewa South, Yewa North, ImekoAfon, Ipokia and some communities in the present Ado-Odo Ota and Abeokuta North local governments areas of Ogun State. The Origin of the people is linked to the cradle history of Yorubaland of the popular Ile-Ife and Oyo traditions.

The early Yewa settlers were great warriors, hunters and princes who were said to have migrated from Ketu, Ile ife and Oyo in the 15th, 16th and 17th centuries. Another migration also took place in the 18th and 19th centuries as a result of Dahomey and Egba invasions of some Northern Yewa towns. These migrations of different groups largely resulted in settlements of independent kingdoms and chiefdoms of diverse ethnic and sub-ethnic groups that constitute the various Yewa towns and villages.

1.2 STATEMENT OF THE PROBLEMS

The history was well explained by Johnson but little or none was said about the social music of the Yewa people that boost their economy this study fills the gaps to emphasize on the contribution of sound business toward the economy growth of Yewa land.

Music is the food of the soul and an integral part of life it creates a balance ambience for relaxation, for music to be heard sound is required from a small scale to a full concert.

Oyetuga (2014) noted that music is like the core picture of life that is not physical. Society on the other hand, comprises social relations that are bounded together by similar traditions, institutions and nationality.

1.3 AIM AND OBJECTIVE OF THE STUDY

This study examine the sound vendor's patronage and investigate their contribution of sound reinforcement business to the economy of Yewa community.

1.4 RESEARCH QUESTIONS

- What are the economical impact of the sound reinforcement business in YewaLand?
- How do the sound vendors relate to their prospective clients?
- Who regulate or fix the price for this vendors is there an association or union
- Can there equipment competes in the modern digital trends
- What are the events that calls for live band performances
- What are the perception of club and hotel owners?

1.5 SPECIFICALLY THESE ARE THE OBJECTIVES OF THE STUDY

- Examining the opportunities and job creation provided by the sound vendors
- Investigating the rapport between the client and the sound vendors
- Interrogating the legitimacy of the union of the sound vendors
- Analyzing the standard and upgrade of their equipment
- Examining different events that prompt live band performances.
- Investigating the view and patronage of club owners towards live band performance

1.6 SCOPE OF THE STUDY

Although the discuss is wide and vast this study is within the Yewa axis, primarily ilaro community because of the availability of bars and club, they include Frontier Hotel, Ellaysam bar, De Bash, Walex Hotel, Federal Polytechnic staff club, Blue Roof.

1.7 SIGNIFICANCE OF THE STUDY.

The importance of this study, will be in specific discipline like social science and humanities and also within the management studies based on the impact and growth of the economy that it contribute to the society.

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1.8. RESEARCH METHODOLOGY

1.8.1 Research Design

This research adopted the ethnographic design. Following after the anthropological model which uses participant observation of the performance, question in the form of in-depth interviews with key informants.

1.8.2 Sample Population

The population of each club fans ranges from 20-30 members within the of study. The increase in figure of the numbers is observed when there are special activities within the club participate in such events.

2.0 REVIEW OF RELEVANT LITERATURE.

Andy Reynolds 2021 noted that Live Music Business Management is elaborate and it include Production of Concerts and Festivals, furthermore shines a light on the enigmatic live music business, offering a wealth of inside advice and trade secrets to artists and bands looking to make a living in the industry. Andy understood the economical impact, which the music business has provided, specifically live music business is most attractive for the economy because of its wider range which include transportation, energy production, stage craft which is multi-dynamic.

2.1 SECULAR BAND THAT PATRONIZE SOUND VENDORS

The live band events in the 80s and 90s brought the events of secular music to the patronization of Ariya clubs each having their shows stage during each particular days. Musicians that are well established have their joint like the FelaAnikulapo Shrine in Toyin street, Femi Kuti the new African shrine in Agindigbi, Lagbaja Motherland in Opebi, while others prominent musician that does not have their own land patronize some popular regular joint like Ojez club for highlife, Late Ys Akinibosun, Maliki Showman, SeyiSolagbade and the Blackface, Alaba Pedro have their performance route and are been paid to rent equipment for their performance. Other musician in the Juju terrain have their location like Shina Peters under the apple tree, Yinka best and Arabian and Dipogatos play at 68, Segun blessing flomody bar at ogunsanyasurulereNightlife business is the bedrock of entertainment in the neighboring city where the club owners introduce live band to their business. The reincarnation of these band are now everywhere with the latest

trends and the introduction of live performances to club or bar, Yewa community has not utilize these opportunities, some of the prominent musician in Ogun state have their playing joint in Abeokuta and also seek greener pasture in Lagos with the like of Boye Best, Alayo Melody singers, Lords Kenge and among others, Ilaro community had not tap into the wealth of entertainment and has not seen the economical value of what the music business can create in opportunities within the youth and the general populace are yet to received such ideologies that takes us to the perception of club owners.

2.2 PERCEPTION OF CLUB OWNERS

The researcher made attempt to have a sampling study by visiting the potential club that live band can be introduce in ilaro, such clubs or bars are Walex Hotel, Da Bash, Ellysam, Frontier Hotel, Blue roof and among others, the perception of the club vendors is to have the musician hosting shows without commitment to rent equipment the researcher play over two month in Walex hotel and when the researcher requested for commitment in terms of equipment rental the event died a natural course, the researcher deduce that most club owner, belief that live band performances will attract expenditure and has not keyed into the development and patronage of what the business can attract economically with information and education, if music business is well package having karaoke and comedy night, and other colorful events the club will witness enormous growth and the services of the sound vendors will be employed.



The Researcher Band and Equipment at Walex Hotel

2.3 DIGITAL MUSIC PRODUCTION IN ILARO

Sound business are subdivided into the digital and analog technology in the digital space music can be well established in the production of music which are Music production studio, media houses and broadcasting stations.

The analog technology include the live performance of events which are either secular or sacred, those that patronize sound vendors are the churches, club houses or hotel and cinema for concerts and shows

Mechanical music technology is the use of any device, mechanism, machine or tool by a musician or composer to make or perform music to compose, notate or play back songs or pieces; or to analyze or edit music. The earliest known applications of technology to music was prehistoric peoples' use of a tool to hand-drill holes in bones to make simple flutes while digital music technology encompasses digital instruments, computers, electronic effectsunits, software, or digitalaudio equipment by a performer, composer, soundengineer, DJ, or recordproducer to produce, perform or record music. The term refers to electronic devices, instruments, computerhardware, and software used in performance, playback, recording, composition, mixing, analysis, and editing of music.



ELAY ORCHESTRA STUDIO ITAWAYA ILARO.

The digital technology elucidate the uses of computers, software, synthesizer, digital and among others for the production of music, in a recent event held at ilaro the tenth coronation anniversary of the paramount ruler of Yewa land HRM KehindeOlugbenle a coronation anthem was composed for the event and the recording of piece was recorded at OGTV station at Abeokuta this posit different argument in the whole ilaro town where their no studio for recording analog and digital music? The response the researcher found is disheartening, the studio vendors actually relocate their business out of Ilaro considering the low patronage of musician or artist and moving to neighboring axis like Ifo and Sango Otta. Also the epileptic power supply within the ilaro environs attributed to the dilemma of the music production business with the rate of diesel, most studio business cannot survive within the community.

2.4 PATRONAGE OF SOUND VENDORS IN YEWA CHURCHES.

The society cannot survive without the reverence to God through worship, either the Christian, Muslim and the traditionalist have a way of celebrating their annual event or quarterly programme, this include musical concert, praise night, convention and anniversary.



Mackie Mixer Bought to compliment CCC Sabo 1 Ilaro sound.

Good music must attracts expensive quality equipment or sound, there are some churches that spent more than half a million naira for their budget for sound rentals for their events , but it comes with high definition sound like line and array speakers or powered, but the case is different within the churches in the ilaro community most of the churches interacted prefer to borrow gadget for free without allocating specific amount for sound, from the vendors or with little which gives the sound vendors to compromise on the equipment delivered for event, but the concept of investing in sound is like a nightmare and when they are given budget for rentals, they tend to seek alternative and lower standards, the Celestial Church of Christ Sabo 1 the second celestial church in Ogun state just got a Mackie mixer for the church, it was a thug of war, interviewing one of their member Gabriel Oto noted that some of the management of the church thinks they can repair or manage their outdated equipment they belief in other project like buying solar panels, with this new mixer they now realize how bad their speaker has been functioning. The Redeem Christian Church of God Judah parish during their Christmas carol had to borrow a condenser microphone from the researcher, it is visible that most churches struggle to maintain their churches basically because the members are either Federal polytechnic staff or Dangote workers and the indigenes, so their revenue would not measure up to new equipment or constant renting from the sound vendors except they prepare for fund raising or save for years.

2.5 **EVENTS THAT CALLS FOR SOUND VENDORS WITHIN AND OUTSIDE THE INSTITUTION**

Federal polytechnic Ilaro is a tertiary institution of learning that has is annual events like matriculation and convocation and other crusade and student union week within the campus, the recognize sound vendors apart from the DJ are Bola Best, Akinshile, Owolafelo, Osilo,Adeba Sons and Elay Orchestra Promotions, these six vendors jostle for patronage and depending on their popularity and recognition some of them get the jobs for matriculation and other events, but for the convocation the sound is hired from Sango Ota or Ifo, but the researcher also went further if it's just within institution, of recent when senator Yayi was honored with a chieftaincy title King WasiuAyinde brought his equipment from Lagos, also there are event that Taye currency performed for AlabedeAboro of Ibeese land , he also brought his equipment and when IBD Dende invite Pasuma for his birthday equipment was not hired within Ilaro, so there is a fundamental and these study posit some question, are the sound vendors not capable to provide standard equipment for these A list musicians or after investing millions by the sound vendors what is their revenue annually, are there regulator for the sound vendors, these leads to the finding below and the study also recommend and suggest some actions.

2.6 **FINDINGS OF THE STUDY**

The study reveals the following in its findings

- There are no regulator or association for the sound vendors to control the price of equipment rentals
- Perception of the club owner is at the detriment of the sound vendors business and much enlightenment should be done.
- Sound vendors should upgrade the gadget to high definition standard so as to experience patronage from outsiders and A list musicians.
- The epileptic power supply should be address to attract more investor and vendors of music production business.
- Bank of industry can give soft loans to encourage sound vendors with ease payment plan.
- There are enormous achievements to be made by organizing more sacred and secular concerts
- Collaboration is required within the sound vendors for greater development within their industry.

Conclusion

This study concludes that Ilaro community has been historic and by such cinemas and recreation center should be encourage, which will transverse the income within the community.

Recommendation

This study recommend that entertainment should be more encourage, so as to create a better livelihood for sound vendors.

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APPENDIX

