

A study of the audience experience at a local music club

The narrative of people who gather and
interact in a small community

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Abstract

In this study, I examined the significance of a small local music club from the perspective of audience experience.

Recently, music clubs have been increasing and diversifying. While increasing numbers of people are visiting such clubs there are few studies about them. The purpose of this study was to examine the significance of a small local music club because it must play an important role for people.

The data to be discussed was collected in the following way: six people whom I met in a music club were interviewed using a semi-structured format; for example, how they spent their time there and what they felt. The data was analyzed using the KJ method.

The main results were as follows: the first result shows the four characteristics of the music club; namely, the performances of the musicians are never same, audiences always go there to enjoy good music and performances, all people there can communicate in a friendly manner, and there are secret rules to enjoy drinking and music. It is revealed that audiences enjoy the music and the communication while drinking.

The second result shows how audiences relate to the culture. It indicates that they can spend time freely in a music club, unlike at their company, where the work is stressful. Therefore, they repeat coming and going between the music club and their company to get power to live pleasantly.