
Influence of Fuji music during political campaigns on the awareness of manifestos among the electorate in Oyo State, Nigeria

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Abstract

This study examined the influence of Fuji music's political campaigns on the awareness of political party manifestos among the electorate in Oyo State. The study adopted survey method and in-depth interview (IDI) to examine the opinions, thoughts and knowledge of Fuji musicians and the electorate about the subject-matter of political manifestos. The findings showed that Fuji music is a credible means of information dissemination and entertainment in the contemporary Nigerian society. Fuji musicians have a large number of followers across the five geo-political zones of Oyo State. The findings also showed that Fuji music is effective because of its popularity among all classes of people in Oyo State. Political campaign in Fuji music is the most popularly accepted form among youths, who constitute the greater percentage of electorate. The

study, therefore, recommended that Fuji music should be maintained as medium of political enlightenment and advocacy since the youths form the larger number of the electorate in Oyo State. An office should be created in the Ministry of Culture and Tourism in the State, and a Unit in the Federal Ministry of Culture and Tourism to cater for the needs of Fuji musicians in Oyo State, and Nigeria at large.

Keywords: Fuji Music, Political Campaigns, Awareness, Manifestos, Electorate

Introduction

Music has been identified as an influential phenomenon in the life of a man. Music can change man's mood, view, opinion and thinking regarding a societal issue (Balogun, 2022). For Amenaghawon and Salawu (2022), indigenous music is a tool for social, economic and political re-engineering and sensitisation. The Yoruba people see music as a way of life. Like water, it cannot be extracted from people's ways of life, and by extension, the Africans' ways of life. Music is a life-long source of pleasure, happiness and entertainment to all people. It has a way of relieving tension, fostering social unity and oiling the wheel of communal peaceful life (Orimoogunje, 2014). In Yoruba Land, music is one of the major arts of the people (Stephen, 2015). Fuji music is not only indispensable in the social, religious and cultural spheres, but it is also inextricably linked with electioneering

and political campaigns in Nigeria. This is because music is also a form of communication.

Fuji music explores proverbs, history and cultures of the people for information, enlightenment and education, especially for the younger generations (Modupe, 2020). Fuji music is a brand of music most commonly relished among the Yorubas of the South west and parts of the North central states of Nigeria, namely Kogi and Kwara. Fuji music was adopted to correct the ills in society, advertise products and services, teach morals, fight corrupt practices and criticise government misdeeds. Hence, music performance has instilled values and knowledge of cultural practices among Yoruba people (Ajetunmobi & Adepoju, 2013). In the political sphere, Fuji music has been employed to canvass, initiate and sustain the support-base for political office seekers and holders of political offices.

Olusola (2023) found that Fuji music has been very effective in changing the youths' worldviews and in instilling moral values. Musicians are not the only participants of musical performances in Yoruba Land, dancers of Fuji music are also assessors of Fuji musical performances. Audience members are also involved in the scrutiny and critique of the Fuji brand of music. A relationship exists between a society and its music (Mosobalaje, 2017). While musicians sing to convey information in the form of entertainment, correct of social ills in society, serve as checks and balances for those in government and keep a tab on the activities of those that occupy official positions, Fuji music is heavily used to pass messages, especially on political thoughts. Idamoyibo (2011) maintains that Fuji music has been used, from time immemorial, to scrutinise the activities of political office seekers and to keep the occupants of political positions on their toes.

Statement of the problem

Although, Juju, Apala Highlife, Dadakuada, and other musical varieties in Nigeria have witnessed extensive research among music scholars, the influence of Fuji music on electioneering campaigns by politicians in the country

has been grossly under-researched. Extant studies on Fuji music have focused on the aesthetic and utilitarian values of the music in relation to other areas of life other than politics. For instance, Boluwaduro (2022) conducted a study on negotiating textuality and aesthetic tropes in Fuji performance and found that Fuji music has utilitarian relevance to its numerous audiences as it engages in spheres such as politics, economy, marriage institutions, culture and other social spheres to inform and entertain the people. Similarly, Bamigbade (2021) conducted a study on sermonising as a pragmatic act in Sikiru Ayinde Barrister's Fuji musical lyrics and found that socio-economic and political matters dominate the lyrics of most fuji musicians in Yoruba Land. These socio-economic matters border on family issues, resolution of family conflicts, child training and education, value of industry, honesty, peace-making, harmonious communal living, avoiding evils, celebrating with others, prayerfulness, inevitability of death, and showing gratitude to God and mankind (Bamigbade, 2021). However, the political lyrics of Fuji music which border on national development, employment creation, peace, progress, political will, upholding of the rule of law, and

protection of democratic norms (Bamigbade, 2021), have not been sufficiently explored.

The influence of Fuji music in Oyo State centres on its entertainment nature and the long-lasting effects of that on the listeners and audience (Bamigbade, 2021). However, few studies are available on the ways by which Fuji musicians set the agenda about political manifestos among electorate during electioneering campaigns in Oyo State, hence the current study.

Objectives of the Study

The objectives of the study are to:

1. find out the forms of Fuji music used to create the awareness of manifestos among the electorate during political campaigns in Oyo State;
2. assess the effectiveness of Fuji music in creating the awareness of political manifestos among the electorate in Oyo State; and
3. examine the level of acceptance of Fuji music in political campaigns among the electorate in Oyo State.

Research Questions

1. What are the forms of Fuji music used to create the awareness of manifestos among the electorate in Oyo State?
2. How effective is Fuji music in creating the awareness of the manifestos among electorate in Oyo State?
3. What is the level of acceptance of Fuji music during political campaigns among the electorate in Oyo State?

Review of related literature

Fuji music and cultural practices

Music is an important component of all cultures. It serves as a leisure activity for keeping self- and group identity, and is usually transmitted intergenerationally (Cain et al., 2020). In all cultures, music is learned depending on the socio-cultural milieus where the learning occurs (Barton & Riddle, 2022). Indigenous Fuji music in South west Nigeria has been greatly impacted by politics and electioneering campaigns (Bolaji, 2023). Fuji music is a medium of transmitting knowledge of cultural practices, traditions and religious practices (Gwerevende & Mthombeni, 2023). With the aggressive cultural imperialism from Western societies of Europe and America, music constitutes an

important channel through which values, orientations and cultural practices are not only sustained and upheld but are also transmitted from one generation to another in most African countries (Babatunde & Oulubomehin, 2018). Fuji music is used to pass cultural practices for which different communities are known not only in Nigeria, but also in other parts of the continent of Africa. Fuji music is an important part of cultural expression in most African societies. It is employed for entertainment at social functions such as naming and wedding ceremonies, burial rites or local festivals. Fuji music therapy provides spaces for symbolic experience and the change of behavioural and attitudinal patterns (Mastnak, 2016). Varied socio-economic issues have endangered the sustainability of Fuji music in South western Nigeria apart from other foreign influences such as the dominance and overwhelming pervasiveness of foreign television stations and radio organisations, including the internet (Gwerevende & Mthombeni, 2023).

Fuji music and electioneering campaigns

Fuji music is increasingly becoming important to the political process in

South western Nigeria. Fuji musicians use their musical art to express burning political issues as well as views, and Fuji artists are used frequently by politicians for political campaigns (Soper, 2010). Fuji music can have political consequences on the image of an aspiring political candidate or a political office holder. Political parties have employed the appeals of popular Fuji musics to gain the attention and acceptance of the electorate during the electoral process (Way, 2019). Fuji music has been used to enshrine political ideologies during electioneering campaigns (Ajose, 2020). The culture of praise singing is immensely predominant among Fuji musicians in Western Nigeria to encourage, create awareness of political aspirations and to extol certain virtues of an individual or a group of individuals (Carter-Enyi, 2021). The creative use of Fuji music to foster national identity and integration has engaged the research attention of music and communication scholars on the continent of Africa and beyond (Bolaji, 2023). Indigenous festivals in Western Nigeria are incomplete in the absence of local musics accompanied by dramatic performances to entertain the guests. While Fuji music has been identified to be a favourable music of the Muslim population in Western Nigeria, the

Christian population has always been associated with Juju music.

Music is a universal language of man and has served as an agent of social and political change irrespective of geographical locations (Lasisi, 2012). African musicians are not only entertainers and harbingers of happiness, but are also important agents of social change (Lasisi, 2012). With regard to health, education, economy and politics, Fuji musicians have astonishing capabilities to effect behavioural change. Fuji music functions in all spheres of life from education, culture, entertainment, health to politics (Aluede et al., 2023).

Politicians in the South west, Nigeria and Fuji musicians work together during electioneering campaigns to sell political manifestos to the electorate. Fuji musicians trumpet and advertise the political manifestos to the electorate and deploy all persuasive strategies to make sure the messages are embraced by the electorate.

Fuji music has always been an important and effective instrument to influence society with regard to certain burning issues. Fuji musicians could be likened to a newspaper editorial. It calls for certain actions from the political leadership,

serves as the voice of the voiceless and the poor, exposes military and police brutality, and also fights for the oppressed and the marginalised in the society. Fuji musicians are contracted during electioneering campaigns to declare the political aspirations, manifestos and the offices being aspired to in most states in Nigeria. Fuji musicians are contracted to do this because of the popularity of Fuji music among the people, especially the Yoruba of South west of Nigeria. Fuji music, like Waka, Juju and Dadakuada, is highly prominent and widespread among Yoruba people of South western Nigeria (Fasan, 2015).

Fuji music as medium of political awareness

Fuji music is integrated into politics in a couple of contexts such as political party broadcasts and live performances, as well as electoral promotional videos. Fuji music plays a crucial role in mobilising political campaigns by creating platforms for alternative voices (Booth, 2021). Most political office holders use the state-owned media organisations to discredit and criticise their political opponents. However, the political office seekers resort to Fuji musicians who serve as alternative to media organisations to

externalise their political manifestos. Using Fuji music to create and sustain awareness about manifestos is a strategy to win the coveted votes of the people in an election (Boluwaduro, 2022). Fuji music is a pervasive medium of cultural expression from time immemorial, yet its impact is still felt in all spheres of national life, including politics (Rehfeldt et al., 2021). Fuji music and the political system cannot be divorced from each other. Many politicians in the South west and other parts of Nigeria create awareness about their political aspirations or to seek re-election by employing credible musicians in their localities to propagate their political ideologies, manifestos, visions or missions (Bolaji, 2023). It is an important part of social, cultural and political life and has played a key role in mobilising support for political candidates during electioneering campaigns (Shaw, 2018). Fuji music has a utilitarian relevance to Nigeria's political and socio-economic issues as it generates knowledge and enlightenments about all aspects of developmental plans in the country, especially in the South west (Boluwaduro, 2022). Fuji musicians not only sing praises of political aspirants or political office holders, they are also politicians (Schneidermann, 2020).

Theoretical Framework

The study adopted agenda-setting theory. Agenda-setting theory was propounded by Maxwell McCombs and Donald Shaw in 1968. The tenets of agenda-setting theory are in sync with the nucleus of this study. The agenda-setting theory assumes that media, through their selection process, and presentation of current issues, have the power to shape public opinion by frequently presenting and publicising issues that are deemed more important (Abiodun, 2024).

Agenda-setting theory is employed in this study to examine how fuji music medium is used to influence people with regard to creating the awareness of political manifestos among the electorate in Oyo State using Fuji music-related political campaigns. Fuji music not only tell people what to think, but it also tells them what to think about (Relatami, et al., 2024). Fuji musicians have the power to shape the public perception of political candidates and aspirants through their lyrics, and to sing and publicise political manifestos to the electorate in a bid to sway votes for certain candidates in an election. Agenda-setting propels the people to either accept or reject certain political manifestos or ideologies as espoused in Fuji music medium (Relatami et al., 2024).

Research Methods

The study adopted a survey method and in-depth interview (IDI) to examine the opinions, thoughts and knowledge of the electorate about the subject-matter of investigation. A qualitative approach is adopted to examine new phenomena and capture people's feelings, thoughts, attitudes, meanings and processes (Lougen, 2009). As Safour and Hovey (2019) opines, in-depth interview as a method of data collection approach involves two people discussing a social or human issue. Using the in-depth interview method, the researcher aims to obtain the views and thoughts of the interviewee by interpreting the meaning of the explained or described issues. In-depth interview allows researchers to have respondents explain issues in details and to have access to people who have special or detailed knowledge of the subject under investigation.

Researchers, using quantitative methods, collect numerical data and analyze them using one of the available statistical methods such as frequencies and percentages. Oyo State has five different political zones such as: Oyo, Ibadan, Ibarapa, Oke-Ogun political, and Ogbomosho zones. Consequently, a multi-stage sampling method was used

to take samples from each of the clusters in State.

A purposive sampling was adopted to select a Local Government Area in each of the zones where fuji music is more prevalently used to create awareness about political manifestos. Oyo State was grouped into five zones: Ibadan, Oyo, Ogbomosho, Oke-Ogun and Ibarapa zones. The five zones were further subdivided into Local Government Areas. Such that Local Governments that have urban-urban features were selected for the study. Thus, Akinyele Local Government Area was chosen in Oyo Central Senatorial District; Ogbomosho North was selected in Oyo North Senatorial District while Saki East Senatorial District was selected in Oyo South Senatorial District. Each of the Local Government Areas was chosen to ensure that selected respondents are not oblivious of the use of Fuji music during political campaigns to create awareness of political manifestoes among the electorate in Oyo State. Political wards and Areas that were sampled included Sango in Ibadan, Caretaker in Ogbomosho and Ajegunle in Saki. Further, the convenient sampling method was later adopted to select the participants for the study. Access to all respondents in each

of the selected Wards and Areas was practically impossible, and as a result, respondents were selected on the basis of their geographical proximity and knowledge of the use of fuji music during political campaigns to create awareness of political manifestos. In-depth interview was used because it allowed the researchers to have effective access to knowledge, thinking, opinions, awareness and views of the respondents about the use of Fuji music in political campaigns to create awareness of political manifestos. Four-hundred respondents were taken in the selected wards and areas of the selected Local Government Areas, depending on the population of the area. A questionnaire was used to gather data from the

respondents across the selected Local Government Areas in Oyo State. The data gathered were analysed using frequency and percentage. The in-depth interview was conducted with three Fuji musicians selected from the three Local Government Areas.

Data from the in-depth interview were analysed and interpreted, using explanation building and thematic analysis in line with the objectives of the study. Inferences were made about the respondents' knowledge, awareness of the use of Fuji musical political campaigns to create awareness of political manifestos. The unstructured interviews took place in the offices of the selected musicians.

Results

Table 1:
Figurative Methods of Fuji Music's Political Campaigns

Items	Frequency	Percentage
Entertainment	148	46.2
Proverbs	143	27.5
Poetry	46	11.6
Personification	20	5.1
Euphemism	38	9.6
Total	395	100

Table 1 showed that 148 respondents representing 36.2% stated that entertainment was the main method used by Fuji musicians for political campaigns, 143 respondents representing 27.5% maintained that proverbs are used as a means of political campaigns by Fuji musicians, 46 respondents representing 11.6% affirmed that poetry is used as a means of political campaigns by Fuji musicians, 20 respondents representing 5.1% affirmed that personification is used as a means of political campaigns by Fuji musicians, while 38 respondents representing 9.6% maintained that euphemism is used as a means of political campaigns by fuji musicians.

Theme 1: Figurative methods of Fuji Music's political campaigns

Data from the in-depth interview showed different methods adopted by Fuji musicians in Oyo State to create awareness about political manifestos and influence the embrace of messages by the electorate. The discussions revealed that the Fuji musicians use methods such as entertainment, poetry, proverbs, irony, personification and euphemism to create awareness about political aspirants and their political manifestos. Providing more insights about political manifestos and

awareness campaigns, a Fuji musician in the Sango Area of Ibadan expressed thus:

Fuji musicians are credible means of information and entertainment in a contemporary society. Fuji musicians have a large number of followers across five geopolitical zones of Oyo State. These followers are too numerous to count. Thus, whatever messages their favourite musicians compose and pass across to them are believed and accepted hook, line and sinker. Most of the Fuji musicians have more fans and follower even more than some radio and television stations in Oyo State. Therefore, during electioneering campaigns, Fuji music and Fuji musicians cannot be treated with levity because they are widely embraced by many people, especially the youths in Oyo State. In creating awareness about political aspirants and their manifestoes, Fuji musicians use different figurative expressions to encourage the electorate to

support a particular political aspirant (TKI).

Table 2: Effectiveness of Fuji music's political campaigns

Items	Frequency	Percentage
Popular nature of Fuji music has made political campaigns about aspirants and political manifestos to be effective	172	43.5
Cultural inclinations of Fuji music have made it more effective in political campaigns	101	25.6
Social economic issues as sung by Fuji musicians effectivise fuji music in political campaigns and manifestos	50	12.7
Political matters and good governance advocated by the Fuji musicians effectivise fuji music in political campaigns and manifestos	38	9.6
People-oriented nature of Fuji music has made it effective political campaigns and political manifestos	34	8.6
Total	395	100

Table 2 showed that 172 respondents representing 43.5% affirmed that popular nature of Fuji music has made political campaigns about aspirants and political manifestos to be effective, 101 respondents representing 25.6% stated

that cultural inclinations of fuji music have effectivised in political campaigns, 50 respondents representing 12.7% maintained that social economic issues as sung by Fuji musicians effectivise Fuji music in political and manifestos, 38

respondents representing 9.6% maintained that political matters and good governance advocated by the Fuji musicians effectivise Fuji music political campaigns and manifestos, while 34 respondents representing 8.6% opined that people-oriented nature of Fuji music has made it effective in the spread of political campaigns and political manifestos.

Theme 2: The effectiveness of Fuji music's political campaigns

Data from the in-depth interview showed that Fuji music is effective in political campaigns for the creation of awareness about political manifestos and influence the embrace of the messages of the manifestos by the electorate. The discussions revealed that Fuji music has been effective in the acceptance of political aspirants and their political manifestos by the electorate in Oyo State. Providing more insights about the effectiveness of Fuji music in creating the awareness of political manifestos and campaigns, a Fuji musician in the Caretaker Area of Ogbomosho said that:

Fuji music has always been a crucial component of electioneering campaigns. Fuji musicians and politicians serve

humanity through different routes. Both of them are co-travellers and work to make a just and well-governed society possible. Any politicians who avoid Fuji musicians during electioneering campaigns is heading for a political doom. We do not only persuade electorate to embrace a politician and his or her political manifestos, we sing to make sure such a candidate is voted for in the election by the repetitive nature of our music. We continue to sing the praises of such politicians, before, during and after the elections. Fuji music, as a medium of mass communication and mass awareness campaigns about politicians and their political manifestos, has been more effective than radio and television campaigns before most musicians are closer to the electorate and they can also ask us questions regarding the political candidates and their political manifestos (KDT).

Table 3: Level of acceptance of Fuji music's political campaigns

Items	Frequency	Percentage
Most popularly accepted among youths	195	49.4
Most popularly accepted in the grassroots	125	31.6
Most popularly accepted among the aged	33	8.4
Most popularly accepted among the rich	24	6.1
Most popularly accepted among the illiterate	18	4.5
Total	395	100

Table 3 showed that 195 respondents representing 49.4% maintained that Fuji music political campaign is the most popularly accepted among youths, 125 respondents representing 31.6% maintained that Fuji music's political campaign is the most popularly accepted in the grassroots, 33 respondents representing 8.4% stated that Fuji music political campaign is the most popularly accepted among the aged, 24 respondents representing 6.1% affirmed that Fuji music political campaign is the most accepted among the rich, while 18 respondents representing 4.5% stated that Fuji music political campaign is the most accepted among the illiterate

Theme 3: Level of acceptance of Fuji music political campaigns

Data from the in-depth interview revealed the level of acceptance of Fuji music's political campaigns in the

creation of awareness about political manifestoes and its influence on the embrace of messages of the campaigns by the electorate. The discussions revealed that Fuji music has higher acceptance among the electorate political aspirants and their political manifestos in Oyo State. Providing insights about the level of acceptance of Fuji music's political campaigns in knowing political campaigns, a fuji musician in the Ajegunle Area of Saki said that:

Fuji music is the most popular among electorate. Fuji music is the only brand of music that treats in greater deal the socio-economic and political issues in Nigeria. No other brand of music has achieved many feats Fuji brand of music has attained over the years in Nigeria. For instance,

during 1999 when the Fourth Republic began, Fuji musicians played great roles in educating and enlightening the citizens about democratic rules and the rule of law. Fuji musicians educate market women and illiterate irrespective of their social classes and geographical locations in Oyo State, and by extension, Nigeria, about economy, culture, politics and governance. These are more are the reasons why the acceptance level of Fuji music among the electorate and the citizens are very remarkable (TMB).

Discussions

Fuji musicians are credible means of information and entertainment in a contemporary African society. Fuji musicians have a large number of followers across the five geo-political zones of Oyo State, in Southwestern Nigeria. Most of the Fuji musicians have even more followers than some radio and television channels in Oyo State. The findings of the current study align with Bamigbade (2021) who conducted a study on sermonising as pragmatic act in Sikiru Ayinde Barrister's Lyrics and found that socio-economic and political matters

dominate most of the lyrics of most Fuji musicians in Yoruba land. The socio-economic issues border on family matters, resolution of family conflicts, child training and education, value of industry, honesty, peace-making, harmonious communal living, avoiding evils, celebrating with others, prayerfulness, inevitability of death, and showing gratitude to God and mankind.

The popular nature of Fuji music has strengthened the effectiveness of political campaigns about aspirants and their political manifestos. Fuji music has always been a crucial component of electioneering campaigns in Oyo State. Fuji musicians and politicians serve humanity through different routes. Also supporting the findings of the current study is, Olusola (2023) who, conducted a study on the transformation of the Nigerian youths using popular musics and found that Fuji music has been very effective in changing the youths' worldviews and in instilling moral values in them. The findings of the current study align with the postulations of agenda-setting theory which assumes that through their selection process and presentation of current issues, the media through mass communication channels, like Fuji music, have the power to shape

public opinion by frequently presenting and publicising issues that are deemed more important.

Fuji music's political campaign is the most popularly accepted among youths, who form the greater percentage of the electorate. Fuji music is the only brand of music that treats in greater detail the socio-economic and political issues in Nigeria. The findings of this study agree with Aluede et al., (2023) that music functions in all spheres of life from education, culture, entertainment, socio-economic issues, health to politics.

Politicians and Fuji musicians work together during electioneering campaigns to sell political manifestos to the electorate. Fuji musicians trumpet and advertise the political manifestos to the electorate and deploy all persuasive strategies to make sure the messages are embraced by the electorate.

Conclusion

Fuji musicians provide credible means of information and entertainment in a contemporary Africa society. Fuji music has a large number of followers across five geo-political zones of Oyo State. Most Fuji musicians even have more ardent fan and followers than some radio

and television channels in Oyo State. The Fuji music is found to be effective during electioneering campaigns among politicians in Oyo State because of its popularity among all classes of people in the State.

Recommendations

1. The National Film and Records Censor Board and the Nigerian Copyright Council should prohibit musics that contain lyrics that can encourage violence, ethnic rivalries and criminal acts during electioneering campaigns in Nigeria.
2. An office should be created in the Ministry of Culture and Tourism in Oyo State and the Federal Ministry of Culture and Tourism in Nigeria to cater for the needs of Fuji musicians in Oyo State, and Nigeria.
3. Fuji music's political campaign is the most popularly accepted among youths, who form the greater percentage of the electorate. Fuji is the only brand of music that treats in greater detail the socio-economic and political issues in Nigeria. Musicians in Nigeria should continue public advocacy for good governance and the rule of law.

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