

## ABSTRACT

The *Tsugaru Shamisen* boom from 2001-2006 that occurred in Japan has shown a growth in the number of its fans, especially in Tokyo. It is proven with the achievement from the most famous musician of this genre who is known as Yoshida Brothers. This group has achieved so many awards and so many requests to perform in Tokyo and other regions along with their success from album selling each year. The emergence of this phenomenon in the field of traditional music becomes an interesting object to be studied. The writer of this study conduct a research on the Japanese fans of Yoshida Brothers in Tokyo to answer the following research questions: **(1) what is the most influential factor which intrigue the fans of Yoshida Brothers in Tokyo towards traditional music of *Tsugaru Shamisen*?; (2) How does the most influential factor intrigue the fans of Yoshida Brothers in Tokyo towards traditional music of *Tsugaru Shamisen*?**

This is a descriptive-qualitative research done by using case study method. The objects for this research are five Tokyo-residence Japanese who became the fans of Yoshida Brothers throughout 2001-2006. Data collecting process is done through written interview. This research is done by using the theory of human interest.

It can be concluded from the research that musical innovation, curiosity, influence from the parent, influence from the mass media, the origin, and the feeling as a part of their identity are the factors that intrigue the fans of Yoshida Brothers in Tokyo towards traditional music of *Tsugaru Shamisen*. It is also known that all of the factors are connected with each other to intrigue the fans of Yoshida Brothers in Tokyo towards traditional music of *Tsugaru Shamisen*.

Keywords: *shamisen*, interest, yoshida brothers.