

The Sustainability of Art and Culture: The Malaysia Perspective

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Abstract. Art and culture are the core that serves as the identity, sign, and symbolism of the community, which becomes an important aspect for every community in shaping their culture. There is an important fact that the sustainability of art and culture able to contribute to the socio-economic and socio-cultural. However, the modernity, ecological development, and technological advances that are taking place, have challenge the continuity of art and cultural heritage. This paper focuses on identifying an appropriate approach and strategy for sustainable development of the art and cultural heritage in Malaysia. The need to ensure the sustainability of art and culture continues must be planned in detail and effectively. By understanding of the concept of sustainability, it can show value on focus and strategies for sustainability.

Keywords: Art and Culture, Sustainability, Cultural Heritage

1 Introduction

When it comes to art and culture, most people think that art and culture are the branches that lead to entertainment, but art and culture are more than that. Art and culture are two interrelated entities and dependent on each other. The scope of these two areas is very broad and complex, found also as if the two were inseparable from one another with others. It is considered the inseparable relationship. Art and culture are closely related to identity, ideology and the daily practice of a group of people. It is used to represent the core beliefs of a society. It is clear that art and culture reflect the lifestyle and thought patterns of the people in the surrounding area. Therefore, to understand a particular culture, we must look through its art that will reflect their activities and natural environment. All over the world, every society has its own artistic and cultural identity and therefore forms the uniqueness of their way of life [1]. In this context, arts seem becomes a culture, which exists as part of living and vehicle for social change.

The practice of art in society has formed a communication to help one to understand a culture. This has allowed people from different cultures and different times to communicate with each other via forms, images, sounds, and stories. Arts has become the cultural values, beliefs, and identities of the society or community. This situation has placed art as a form of traditional art that continues to be inherited. Indeed, in Malaysia, the multi-racial situation has created various artistic blends in the culture. But in this context, the emphasis has been on traditional arts among the indigenous communities. There is no denying that Malaysian traditional art is a partnership of the archipelago because it has similarities or commonality with the surrounding countries. As a cultural heritage, it is important to continue to preserve it for