

EDITORIAL MESSAGE

VIEWING CREATIVE ARTS THROUGH TECHNOLOGY, TRADITION, AND POLICY INTEGRATION

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Abstract

Contemporary creative arts face a fundamental shift as digital tools and legacy practices merge in a rapidly transforming landscape. This editorial synthesizes recent research within the *Journal of Creative Arts*, covering topics from artificial intelligence (AI) in design to the preservation of traditional performing arts, music, and higher education. Examining these diverse studies allows the message to explore how institutional and creative arts policies can support human-centric innovation rather than purely technical progress. The analysis highlights a critical need for policy frameworks that establish explicit cultural safeguards for heritage materials, restore human agency in automated workflows, and enhance the transformative quality of educational experiences. Specific inquiries within this issue investigate the "hybrid artisan" model, where technology acts as a cultural mediator, and the psychological impact of mass media on vocal identity. Furthermore, the synthesis addresses the role of regional diplomacy in revitalizing traditional theatre like *Bangsawan* and the ritualistic significance of *Tari Dabus*. The collective work aims to cultivate a resilient creative economy that values technical precision alongside cultural authenticity. Integrating cognitive science with ancestral wisdom enables the editorial to advocate for a dynamic policy approach that ensures the creative sector remains a living, evolving expression of communal identity. This comprehensive overview seeks to bridge the gap between technical efficiency and the preservation of "tacit knowledge" in a digital age.

Keywords: hybrid craftsmanship; transformative learning; heritage preservation; policy

Editorial Highlight

The latest issue of the *Journal of Creative Arts* arrives as the creative sector undergoes significant changes. Current research shows that boundaries between physical craftsmanship and digital simulation are fading. From the rhythmic rituals of *Tari Dabus* to the complex eye-tracking analysis of syntactic design, the arts now function as an interconnected system. Effective policy requires a sophisticated lens to manage this evolution. A central theme in this issue involves the integration of AI within heritage-oriented design. Research on jade carving indicates that technology must act as a cultural mediator rather than a simple automated tool. Strengthening the technical standards of production ensures that local artisans can compete on a global scale. This is especially true for traditional sectors like jade or jewellery design, which must now adopt 'hybrid craftsmanship' models that blend digital precision with cultural storytelling to survive in the modern market. As established by Pop-Cohut (2026), the successful 'hybrid artisan' approach relies on positioning technology as a collaborative partner rather than an autonomous operator, integrating explicit cultural safeguards directly into system design, and maintaining transparent communication with consumers about how these agents are involved in the creative process. Policy frameworks should ensure that machine learning processes respect symbolic meanings and the physical limitations of raw materials. Aligning algorithmic logic with the "tacit knowledge" of artisans is essential for maintaining cultural integrity, as current research suggests that the integration of AI does not diminish human agency but there are potential strategies to enhance the way people and technology work together include returning control to human users, strengthening their trust in computer-led choices, and fostering a greater willingness to adopt these systems (Pagliari et al., 2022).

This integration often meets psychological resistance. Contributors identify "algorithm aversion" as a primary obstacle in collaborative creativity. To improve synergy, creative policies must prioritize ethical transparency. Providing clear information on how systems generate outputs can reduce distrust and encourage designers to embrace AI as a creative partner. Higher education also faces a shift from administrative requirements to transformative experiences. In music courses, novice students move beyond earning credits to developing discipline and collective responsibility. Policy at the institution level should recognize co-curricular arts as vital sites for personal growth and social learning. These programs help students internalize resilience through rehearsal and performance.

Addressing performer well-being is another critical area. Virtual Reality Exposure Therapy (VRET) offers a safe way to manage music performance anxiety. By simulating stressful stage environments, VR helps musicians build confidence before facing live audiences. Future arts-health policy should support interdisciplinary projects that bridge clinical technology and performance training. The influence of mass media on vocal training raises questions about authenticity, especially as music

students often imitate singing styles from television talent shows to gain social recognition. This phenomenon is significant because, as indicated by Krause et al. (2025), viewing reality-TV vocal competitions can damage how individuals view their own singing abilities when they compare themselves to high-level performers. Such a shift in self-perception is critical for educators to address, as a positive musical self-image is a key factor in driving someone to stay active and participate in music. Educators must respond by teaching critical listening and evaluative discernment. Policy should encourage instructional models that guide students from surface replication toward a self-authored artistic voice.

Sustainability in traditional theatre depends on engaging younger audiences. Studies on *Bangsawan* theatre show that interest is driven by a desire for cultural connection and educational value. Regional collaborations across Southeast Asia can revitalize these forms through shared heritage initiatives. Policy should fund programs that integrate traditional theatre into school curricula to ensure long-term appreciation. Ritualistic arts like *Tari Dabus* remain vital expressions of identity. This heritage manifests Malay heroism through dexterity and bravery. Protecting these rituals preserves the social fabric of local communities. Creative policy should support the documentation and continued practice of such ancestral wisdom to defend national sovereignty and cultural pride. The cognitive structure of design is further explored through "Gestalt judgments." Syntactic arrangements influence how users perceive patterns and meanings in product forms. Well-structured designs reduce cognitive load and improve information retention. This empirical approach suggests that designers need a deep understanding of cognitive science to create effective visual narratives.

In summary, this issue argues for dynamic creative policies that support both high-tech innovation and grassroots preservation. We must value the novice student in music as much as the expert carver using AI. Both contribute to the rich tapestry of our creative future. As Chief Editor, I invite you to see these studies as a unified call for action.

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