

COLOR FESTIVALS IN TWO COUNTRIES

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INTRODUCTION

“Color is taste, value, saturation, tone, love, shadow, unity, and shades that affect the way of feeling.” It gives a touch that can make a person's mood. Color is beauty and art, which has a very powerful influence on a person. Color is also commonly used amongst humans in a variety of events due to its gorgeousness, one of which occurs during festivals. Indonesia and Bangladesh have festivals that involve a color, the Pohela Falgun and the Malang Flower Carnival are festivals that bring together various glamorous aspects of it. Not only that, but also the Holi Festival that both countries have.

What could be more enjoyable than getting involved in a festival? Every country has its own festival, which is a cheerful symbol celebrated by the country and society. Despite the fact that Indonesia and Bangladesh are two separate countries, they have a festival that is almost the same or even the same. These festivals represent happiness, flourishes, freedoms, and greatness.

FINDINGS AND DISCUSSION

Pohela Falgun

Waiting for the arrival of spring is a special joy for the people of Bangladesh. This celebration is to welcome spring and say goodbye to winter. Wearing brightly colored clothes, decorating clothes with flowers and sprinkling the face with red and yellow colored powder are the usual of this festival. The Bengali calendar's Pohela Falgun, the first day of spring and the eleventh month, occurs on February 13 right before Valentine's Day. Falgun brings happiness and coloring to both nature and everyday life.

Everything in nature appears to be youthful, as if nature is giving birth. So many young boys and girls, dressed in red and yellow and holding flowers, are thronging the central area of celebration to welcome by singing, reciting poems, and dancing. To memorialize the special day, restaurants all over this country have put together special deals for customers. In addition, various gift shops are looking to increase sales by offering specially discounted prices, special offers, and variations of gift items to satisfy buyers. Red roses are popular at flower markets. Despite the fact that winter in Bangladesh is brief, people charge a fond farewell to the dreary, melancholy shroud of dust and dried leaves and start embracing Falgun with all their hearts.

Malang Flowers Carnival

Gathering and walking together becomes a great privilege to remember to be grateful for all of God's gifts to all of us. In Malang City, East Java, there is a festival with the biggest floral motif in Indonesia as a regular tourist attraction. To celebrate this celebration, people usually put on some unique costumes decorated with colorful flowers and walk the streets for several kilometers. People dressed in various costumes, showing their luxury by waving their costumes, applying make-up to make them look elegant, and swaying like models.

All schools in Malang are involved in this festival, they usually prepare performances such as drum band, folk dances and many more to enliven this festival. People enthusiastically watched the performances along the way. Every year, participants from different parts of Indonesia participate in this activity, and occasionally even participants from abroad. This festival is also a form of economic improvement in Malang.

Explained Sandiaga Uno “Hopefully the tourism industry and creative economy in Malang City can rise, so it can provide an increase in the local and national economy”. The festival which is held in the city of flowers is a sign of gratitude for the nature that God has bestowed on us.

Holi Festival

Hindus have been celebrating Holi from the beginning of human civilization. The Holi Festival is

celebrated as a way to welcome spring, and is also described as an opportunity for individuals to start over and let every one of their frustrations go. It's one of the only occasions when fervent Hindus can let loose, according to legend, when the gods turn a blind eye during the Holi Festival. Therefore, they let their body relax, enjoy each other's company, take time to dance and party, and throw their cultural norms to the side. Holi is commemorated towards the conclusion of winter, around the time of Phalguna Purnima, the last full moon of the lunar Phalguna month, which often falls at the end of February or the start of March.

In Indonesia and Bangladesh, this festival is not only celebrated by Hindus but all young people too, regardless of their religion. Thus, young people have fun throwing colorful powder, pranking friends by pushing them into tubs filled with colorful water and wearing white clothes. Intentionally, they wear white clothing to make their clothing appear dirty with colorful powder. This festival is attended by many youths to have fun releasing tired times. As a result of being enveloped by a sea of color, it unites individuals and encourages them to let go of their inhibitions.

CONCLUSIONS

In conclusion, Bangladesh and Indonesia both have festivals emphasizing an excitement of colors. Young people across these two countries create and innovate new ways to make this event even more delightful because of their enthusiasm for the sensuality of color. The excitement of a color is what gives the strength to feel happiness in every heart. The power of color gives a meaning to these two countries. This festival also provides a sense of comfort, security, unity, diversity, togetherness, and other meanings that cannot be expressed.