

**PENGARUH PEMBERIAN TEPUNG BUNGA ROSELLA (*Hibiscus sabdariffa*. L) DALAM PAKAN TERHADAP PERFORMAN AYAM BROILER**

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**INTISARI**

Penelitian ini bertujuan untuk mengetahui pengaruh pemberian tepung bunga rosella dalam pakan terhadap performan ayam broiler. Materi yang digunakan pada penelitian ini adalah 72 ekor ayam yang terbagi menjadi enam perlakuan yaitu dengan pemberian tepung bunga rosella dengan perlakuan R0 = tanpa pemberian tepung bunga rosella, R1= pemberian tepung bunga rosella 0,5%, R2 = pemberian tepung bunga rosella 1,0%, R3 = pemberian tepung bunga rosella 1,5%, R4 = pemberian tepung bunga rosella 2,0% dan R5 = pemberian tepung bunga rosella 2,5%. Setiap perlakuan terdiri dari tiga ulangan dan setiap ulangan terdiri dari empat ekor ayam. Pemeliharaan dilakukan selama 35 hari. Variabel yang diamati adalah konsumsi pakan, konsumsi tepung bunga rosella, penambahan berat badan, konversi pakan dan mortalitas. Data yang diperoleh dianalisis menggunakan analisis variansi pola searah dan jika ada perbedaan rerata perlakuan diuji dengan *Duncan's New Multiple Range Test* (DMRT). Hasil penelitian menunjukkan rata-rata konsumsi pakan ayam yang mendapatkan tepung bunga rosella berturut-turut dengan level pemberian 0,0; 0,5; 1,0; 1,5; 2,0; dan 2,5% yaitu 2154; 2154; 2034; 2154; 2034 dan 2154 g/ekor. Rata-rata konsumsi tepung bunga rosella berturut-turut yaitu 0; 10,77; 20,34; 32,31; 40,68; dan 53,85 g/ekor. Rata-rata penambahan berat badan berturut-turut yaitu 1263,33±70,40; 1422,42±36,33; 1443,75±30,00; 1387,42±35,30; 1411,17±29,58 dan 1457,08±40,75 g/ekor. Rata-rata konversi pakan berturut-turut yaitu 1,71±0,94; 1,51±0,37; 1,47±0,62; 1,55±0,40; 1,53±0,30 dan 1,48±0,40. Hasil penelitian ini dapat disimpulkan bahwa pemberian tepung bunga rosella sampai pada level 2,5% dalam pakan dapat meningkatkan performan serta dapat menurunkan konversi pakan ayam broiler.

Kata kunci : Konsumsi pakan, Konsumsi tepung bunga rosella, Ayam broiler, Pertambahan berat badan, Konversi pakan.

## **THE EFFECT OF ROSELLA FLOWER FLOUR (*Hibiscus sabdariffa*. L) UTILIZATION IN RATION ON PERFORMANCE OF BROILER CHICKEN**

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### **ABSTRACT**

This experiment was aimed to investigate the effect of rosella flower flour in diet on broiler chicken performance. The materials used in this experiment were 72 broiler chickens and were divided into six treatments, those were R0 = without rosella flower flour addition, R1 = 0.5% rosella flower flour addition, R2 = 1.0% rosella flower flour addition, R3 = 1.5% rosella flower flour addition, R4 = 2.0% rosella flower flour addition, and R5 = 2.5% rosella flower flour addition. Each treatment consisted of three replications and each replication consisted of four broiler chickens. This research took 35 days to collect the data. Parameters measured were feed intake, rosella flower flour consumption, body weight gain, feed conversion and mortality. The collected data were analyzed using Completely Randomized Design (CRD) and the differences of mean were tested by Duncan's New Multiple Range Test (DMRT). The result showed the average of feed consumption were 2154; 2154; 2034; 2154; 2034 and 2154 g/bird on broiler chicken that were feed respectively by 0.0; 0.5; 1.0; 1.5; 2.0; and 2.5% rosella flower flour level. The average consumptions of rosella flower flour respectively were 0; 10.77; 20.34; 32.31; 40.68; and 53.85 g/bird. The body weight gains were 1263.33±70.40; 1422.42±36.33; 1443.75±30.00; 1387.42± 35.30; 1411.17±29.58 and 1457.08±40.75 g/bird. Feed conversion results were 1.71±0.94; 1.51±0.37; 1.47±0.62; 1.55±0.40; 1.53±0.30 and 1.48±0.40. The conclusion of the experiment was known that using rosella flower flour until 2.5% level in diet was able to increase broiler chicken performance, and also to decrease broiler chicken feed conversion.

**Keyword** : Feed Intake, Consumptions Rosella Flower Flour, Broiler Chickens, Body Weight Gain, Feed Conversion.