

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.

Keywords : feed intake, consumptions rosella flower flour, broiler chickens, body weight gain, feed conversion

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