

## ABSTRAK

### PENGARUH PEMBERIAN *Echinacea Purpurea* PADA AIR MINUM TERHADAP PERFORMA BROILER JANTAN

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Penelitian ini bertujuan untuk: 1) mengetahui pengaruh penambahan *E. purpurea* pada air minum terhadap performa broiler jantan, 2) mengetahui dosis terbaik dari penambahan ekstrak *E. purpurea* pada air minum terhadap performa broiler jantan. Penelitian dilaksanakan pada 28 Desember 2018 sampai 24 Januari 2019, bertempat di Laboratorium Terpadu, Fakultas Pertanian, Universitas Lampung. Metode penelitian yang digunakan adalah Rancangan Acak Lengkap dengan 5 kali ulangan dan 4 perlakuan. Perlakuan yang diberikan adalah P0: air minum tanpa *echinacea purpurea (radix)*; P1: air minum dengan 3 mg/kg BB/hari *echinacea purpurea (radix)*; P2: air minum dengan 6 mg/kg BB/hari *echinacea purpurea (radix)*; P3: air minum dengan 9 mg/kg BB/hari *echinacea purpurea (radix)*. Data hasil pengamatan dianalisis dengan sidik ragam pada taraf nyata 5%. Hasil penelitian ini menunjukkan bahwa pemberian ekstrak *E. purpurea* dalam air minum sampai dosis 9 mg/kg bobot tubuh berpengaruh tidak nyata ( $P>0,05$ ) terhadap konsumsi ransum, pertambahan bobot tubuh, dan konversi ransum broiler jantan.

Kata kunci: *Echinacea purpurea*, broiler, konsumsi ransum, pertambahan bobot tubuh, konversi ransum

## ABSTRACT

### THE EFFECT OF GIVING *Echinacea purpurea* adding TO DRINKING WATER ON THE PERFORMANCE OF MALE BROILERS

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These research intended to: 1) determine the effect of *E. purpurea* addition on drinking water on the performance of male broilers, 2) find out the best dosage from the addition of *E. purpurea* extract to drinking water to the performance of male broilers. The research was conducted on, 28<sup>th</sup> of December 2018 until 24<sup>th</sup> of January 2019 at Integrated Laboratory, Faculty of Agriculture, University of Lampung. The research method used completely randomized design with 5 replications and 4 treatments. The treatments given were P0: drink water without *E. purpurea (radix)*; P1: drink water with 3 mg / kg body weight / day *E. purpurea (radix)*; P2: drink water with 6 mg / kg / day *E. purpurea (radix)*; P3: drink water with 9 mg / kg body weight / day *E. purpurea (radix)*. The data of the observations were analyzed by variance at a real level of 5%. The results of this research showed that giving *E. purpurea* extract in drink water to a dose of 9mg / kg body weight had no significant effect ( $P > 0.05$ ) on feed consumption, body weight gain, and conversion of male broiler rations.

Key words: *Echinacea purpurea*, broiler chicken, ration consumption, body weight gain, feed conversion