

The Effect of Commercial Feeding With Different Brands on The Physical Quality of Selected Female Native Chicken Meat With Selected Male Native Chickens

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ABSTRACT

This study aims to determine the effect of commercial feeding with different brands on the physical quality of selected female native chicken meat with selected male native chickens on pH value, cooking shrinkage and water binding. This study was conducted using the Complete Randomized Design (RAL) and Analysis of Variance (ANOVA) methods, if there is a noticeable difference continued with the Duncan Multiple Range Test (DMRT) using 160 Day Old Chick (DOC) with 4 commercial feed treatments with different brands, namely P1 (W Feed), P2 (CP Feed), P3 (P Feed) and P4 (CF Feed). The results of this study show that commercial feeding with different brands can have a real effect ($P < 0.05$) on water adhesion but has no effect on pH and cooking loss. CF (Comfeed) commercial feed can improve the quality of selected hen meat with selected males by increasing water binding.

Keywords: *selected chicken, meat, physical quality, commercial feed*