The Performance of Native Male Duck which Given Beluntas Leaves Meal *(Pluchea indica L.)* in the Diet

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Duck *(Anas platyrhynchos)* is a water fowl that has a good potency to be raised, because of low maintenance and high resistance to disease. Duck's meat and egg have similar nutrient quality to that of chicken's, except the smell of the duck's meat which is not acceptable to consumers. Furthermore, duck's meat is often tougher than that of the chicken's. Most likely duck's meat that found in the market is discarded or slaughtered at old age. Beluntas plant *(Pluchea indica L.)* is kind of shrubs that usually used as life fence. The leaves could increase appetite for human being. It was expected that giving beluntas leaves meal in ducks' diet could improve growth. A completely randomized design with 3 levels of beluntas leaves meal (0,0%, 0,5%, 1,0%) and six replications for each treatment diet that contained 5 ducks in each replicate. Total ducks used in this experiment were 90 males of local ducks, started from one day old and were raised up to 10 weeks of age. The parameters observed were feed consumption, feed conversion, body weight, body weight gain, abdominal fat and cholesterol content in thigh and breast meat, in heart, skin as well as the mortality percentage. The result of this research indicated that adding beluntas leaves meal in the diet did not give any significant effect on the body weight, body weight gain, feed conversion, mortality and feed consumption at 10 weeks of age and the cholesterol persentage in thigh and breast meat and skin, but significantly decreased the cholesterol level in the liver.

Key words: Duck *(Anas platyrliyrtchos}*, Beluntas *(Pluchea indica L.)* growth, cholesterol