

**ABSTRACT**

The objective of the research was to apply the use of whole serum pregnant horse which centrifugated with charcoal toward oestrus synchronization and pregnancies in beef cattle were used in this research. The cow were divided into four groups, one as control, and the others are as treatments groups which are received different injection of whole serum pregnant horse. P0 treated 500 PMSG IM, P1 5 cc whole serum horse pregnant, P2 6 cc whole serum pregnant horse, and P3 7 cc whole serum pregnant horse.

Mean onset of oestrus were  $57,65 \pm 0,40$  hours PMSG IM and  $56,38 \pm 0,33$  hours in treatment cows  $P > 0,05$ . All of the treatment and control groups showed 100 % sign of oestrus. The early stage of pregnant were 60 % (500 iu PMSG), 60 % (5 cc whole serum pregnant horse), 60 % (6 cc whole serum pregnant horse) and 80 % (7 cc whole serum pregnant horse).