

Analisis Sentimen Algoritma C4.5 dan Adaboost pada penerapan Deteksi Kepribadian Big Five Pengguna Twitter

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Abstract

Human personality can provide valuable insights in the understanding of individual behavior. In a digital age that predominantly uses social media to communicate. Predicting a person's personality through Twitter social media makes it a popular platform that collect a large amount of user data. From this data is used as a sample to detect the Big Five personality in twitter users using machine learning methods with the C.45 and Adaboost algorithms. this research can also improve the performance of the classification model and produce more accurate sentiment analysis. then the results obtained that the C.45 algorithm is superior in performance to the application of the twitter user dataset using the criterion = "entropy" parameter, max_depth = 10 results obtained 0.88 or about 88%. The results of sentiment analysis are expected to provide a more accurate picture of the personality of Twitter users based on the Big Five model. In order to improve performance, more balanced data is needed. From the results obtained, of course, further development and learning are needed regarding the parameters and algorithms used to produce better accuracy in the future.

Keywords: : AdaBoost, C4.5 algorithm, Twitter, Big Five personality.