Abstract

Nowadays the number of social media users has increase and touch almost all societies. One of them is Instagram. Photo-based social media is much preferred, especially among teenagers. Activities done in Instagram was quite high, seen from the number of followers account, posting images, and reactions that are high enough from the caption in the form of likes and comments. The existence of such high activity triggers the presence of spammers, ie accounts that spread spam on accounts that are considered active for a particular purpose. Then conducted a research to identify spam on Instagram by using Ontology. Ontologies will specify the terms explicitly in the data so that spam can be identified according to the characteristics of spam on Instagram. Through the system to be built, the system will issue classification results against comments that are spam and not spam. These results are compared with the test results to get the perfomance value . There are two datasets in use. The first dataset is the dataset used to build the ontology model, after being tested acquired perfomance of 98.50%. As for the second dataset is the dataset tested using the existing ontology model and obtained perfomance of 90.63%. This shows that ontology can be implemented to identify comment spam on Instagram.

Keyword : Instagram, spam, spammer, caption, ontology.