

ABSTRACT

Human activities in social media services are increasing. Increasing social media activities has also increasing its user's generated content. These activities leave us a huge digital data trace that can be analyzed to study human activities. Meanwhile in the process of content creation, user unconsciously reveals their personality through how they write and the usage of linguistic text.

Personality is one of the important assessment on employee recruitment process, because it affects the job performance. Personality measurements have many methods, but current personality measurements are considered not a valid measurement to show actual personality, because participants tend to answer the question normatively in psychological test. Thus, many research has been done to find another measurement, one of them is to use the digital trace.

Personality measurement is a branch of the psychology of personality. To measure personality requires specific knowledge, especially in psychology. Ontology Text Classification is a text classification modelling based on a class of knowledge domain objects. Classification rule in ontology model is able to represent specific domain of knowledge, which in this study is to represent the personality theory.

The Big Five Personality Traits personality is a measurement that distinguishes individuals from the use of everyday words. This is the appropriate approach for measuring personality based on textual data from social media. Therefore, this study will use the Text Ontology Classification approach to measure a person's personality from digital trace in his social media based on the Big Five Personality Traits measurement model.

Based on the results of research, the development of ontology model starts from the definition of classes, object and relation related to Big Five Personality Traits theory. Meaning of words that appear on social media requires some observations to be able to find a personality class. The results of these personality measurements can be utilized for any decisions related to Job Performance. The results of the ontology model in this study can be updated to develop automate personality measurements and enrich the glossary terms.

Keywords: *Ontology Text Classification, Big Five Personality Traits, Work Performance*