

## **ABSTRACT**

*Social media has made people easier to show their thoughts, feelings, and activities. The effectiveness often makes the users spontaneously post many things on the platform that they used. Meanwhile, the way people write or speak is influenced by personality, where there is a relationship between personality and linguistic usage.*

*Personality is an important element in consumer behavior because if consumer characteristics can be expected, many services and information can be personalized in order to gain more effective interaction. Nowadays, measuring human personality is actually quite difficult because of the tendency to answer the test personality by what is socially acceptable.*

*The big five personality is built by analyzing the words used in everyday life to describe one's personality type. While ontology is a concept that classifies vocabulary and modeling a domain with the definition of a concept. The combination of these concepts would be most appropriate for measuring human personality based on textual data in social media. Therefore, this study used the big five personality model as the basic concept of the ontology model for measuring human personality.*

*The process of ontology construction can be done by making the personality traits as a class, facets of personality serve as sub-class, and words that represent personality serve as an instance. The measurement results of the ontology model will be associated with marketing communications, where each person has different motivations in responding to marketing stimuli.*

**Keywords:** *Ontology, Big Five Personality, Marketing Communication*