Abstract

Social interaction and communication is necessary to understand human behavior and personality because personality is one of the fundamental aspect which we can recognize character and human trait. And one of the media that is so popular in terms of communication media between human is Instagram. This social media is a platform that is so popular and come to its hype in which there is 400 million active users. In the process, the research classify captions into 5 category namely, high extrovert, high introvert, low introvert, low extrovert, and ambivert. After that, the classification will be converted into 3 category namely extrovert, introvert, and ambivert. This research expected to help recognize the user characteristic through social media in Instagram. Then, the caption that has been written and uploaded by the users related sentiment character from themselves can be analyze automatically. From this research, some results can be found. First, it was founded that the amount of attribute 1which was divided into 5 categories, high extrovert, low extrovert, ambivert, low introvert, high introvert. Whereas, the users that was categorized into high extrovert is 260, low extrovert 654, ambivert 451, low introvert 50 and high introvert 90. And the other results was acquired accuracy results in which the average result is 0.091 of 5 times trial accuracy results, 26 test 1, 26 test 2, 0 test 3, 15 test 4, and 71 test 5 with total 138.