

Abstract

Conducting personality analysis is now a lot of things done. Many in the selection of interest and career selection, personality classification is included. It aims to make the classification of personality according to interests and career. But in the implementation to conduct personality analysis takes a long time and costs a great cost. The purpose of this research is to predict the classification of personality using a new way that is through twitter social media. This analysis is done with a linguistic approach where the personality analysis through the language or word on tweets that Twitter users have uploaded. In addition to using tweets, other features on Twitter are also included as consideration material in personality classification assessment through social behaviour approach. The personality classification method uses the logistic regression method with the TF-IDF and AHP weighted. The TF-IDF and AHP weighting is done to determine the weight of each feature in the user's account. On the linguistic approach used TF-IDF weighted, while for the approach of social behavior using the weighted AHP. The result of the classification with both of the weighing on the social behavior approach has an average accuracy of 24.95%, while the highest accuracy in the linguistic approach with the division of data set 90:10 is 33.5%.

Keywords: *Logistic Regression*, AHP, TF-IDF, DISC