

ABSTRACT

The growth of social media users in Indonesia is increasing. Social media has become a lifestyle for all individuals in this modern era. Starting from uploading creativity, complaining and various other activities. Today, managers begin to see the behavior of prospective employees from social media to be taken into consideration in deciding employee recruitment and avoiding normative answers. But this is still something new, so there are not a few employees who deviate from the company's vision and mission. So from that as a countermeasure, awareness of employee engagement is needed. This study develops an ontology model using Big Five Personality as the basis for concepts in measuring human personality.

Through this research, the development of personality measurement models will be carried out using textual data on social media by enriching instances and creating web-based applications.

The method of data collection is done through textual data retrieval found on Twitter social media. The total data collected from 3 Twitter user sample accounts is 9602.

Based on the results of data processing, it can be seen how many instances are added to be used as a corpus. Instance consists of words that are classified into several categories, namely Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness. Making an application aims to make it easier to measure textual data using a corpus and the results are in the form of spider plots and details of measurements in the form of percentages of each personality.

Based on the results of the study, then to develop an ontology model using Big Five Personality as the basis for concepts in measuring human personality, two main stages are needed i.e enriching instances and making web-based applications. The results of measurements using a web-based application will be used in the field of employee engagement, where each personality has a different motivation.

Keyword : Big Five Personality, Ontology, Employee Engagement.