

Abstract

In the digital era, social media in Indonesia has become a social necessity for people who want to exchange information. This caused some companies start to using information from their social media such as twitter to help them make a decisions about recruiting new employees. By using the appropriate method, information such as user personality can be obtained using data from user's social media. Information like this can help the HR (Human Resources) / Talent Management division in helping get decisions on employee recruitment. In order to get the result of personality from employees this research will try to apply the classification method that called PBSC (Personality Refirement for Sentiment Classification) to classify personality by using a dataset obtained from information contained in someone's twitter social media. The use of PBSC was chosen because this method can be applied to all types of datasets including Indonesian twitter users. For implementation, 450 tweets will be taken and the bring them into preprocessing process, after that the classification process will be carried out using the PbSC method. Testing is done by using 2 scenarios, the first one uses a dataset collected and labeled by researchers as many as 122 data. The second scenario uses 295 different datasets whose labels were obtained from the results of a user questionnaire with BFI (Big Five Inventory). The evaluation results consist of predictions from the PbSC algorithm and where the average accuracy obtained from the user dataset is 26.3% and 11.67% for users with the BFI label for all dimensions of personality.

Keywords: sosial media, personality, talent management, twitter, PbSC.
