

Abstract

Today there are so many people use media social where at least one person uses it. A person's personality can affect each other's lives, such as saying something, working, or making posts on social media. Twitter is one platform that is widely used to share opinions and thoughts or news, so that the influence of any personal traits can be significant. In research of this final project, the authors build a system for classifying one's personality through Twitter using the classification method Support Vector Machine with TF-IDF weighting method. In addition to the weighting method, the authors also added other features for approaches based on social behavior such as number of followers and following, total characters in each tweet, number of links and media links on tweets that read how many users uploaded photos or videos, number of punctuation marks on each tweet, calculate uppercase letters, emojis on tweets used by users, and combine features of social behavior approaches with linguistic approaches. From the results of the experiment on the 90% training data ratio and 10% test data (90:10) it was obtained an accuracy of 90% on testing scenario with based on social behavior user with selected feature.

Keywords: Support Vector Machine, Big Five, Twitter, TF-IDF