

ABSTRACT

Personality comes from the word *persona* which means to refer to a guise or mask. It describes a person's character or behavior. In general, the way to read a person's personality can be known by the question and answer method, observation, and survey questions. However, this method is less effective in terms of time because it takes a long time and a fairly high budget to process large data. This study aims to find accuracy and practical ways to find a person's personality through Twitter social media. By using the *Random Forest* method which is a method that can classify large amounts of data sets and this algorithm will be more optimal if more data is used. Personality classification is carried out by the *Big Five Personality Traits* model, namely *Agreeableness*, *Conscientiousness*, *Extraversion*, *Neuroticism*, and *Openness*. In this classification, this study uses *Linguistic Inquiry and Word Count* (LIWC) to assess the performance of the method by using 329 labels that provide data for online *surveys*. Based on this study, the results were obtained from the accuracy value of 64% of the data.

Keywords: twitter, personality, Random Forest, Big Five Personality Traits