

Abstract

Twitter is a social media platform that has millions of users worldwide. With tweets, everyone or users can see information that is up to date and with trending features that usually use hashtags. Tweets can be shared with other users by retweeting which plays a very important role in the wider dissemination of information. This study discusses retweet prediction using content-based features using the Neural Network method for classification and optimizing it with the Particle Swarm Optimization algorithm to obtain a higher level of accuracy. This Artificial Neural Network Model with Particle Swarm Optimization shows the best results when the oversampling scenario has been carried out with an accuracy of 88.66% and an F1-score of 89.19%.

Keywords: *Twitter, JST-PSO, retweet, content-based, F1 Score*