

Abstract

Social media is growing rapidly at this time. One of the fastest growing social media is Twitter. Twitter is social media which contains information such as someone's biography and tweets or tweets from users. Because the information we get on twitter can be used to describe a person's personality. There are many methods that can be used to find out personalities such as Big 5, MBTI and DISC. In this study the author uses the DISC (Dominance Influence Steadiness Conscientiousness) method because this method is still very little used for research, and the author uses the classification method of data mining with classification methods K-Nearest Neighbors Algorithm (KNN). The linguistic feature that will be used is divided into two parts, namely the word category feature from the manually built corpus and features obtained directly from twitter data using twitter apps. This research will be very useful for the selection of human resources because it can save costs and labor spent, using this application can determine one's personality using only social media twitter. The weighting method used in this study is TF-IDF and TF- Chi Square which is useful for measuring the weight of each word in a tweet . From the results of the experiments obtained accuracy the best is 40.60 % in the comparison of training data and test data at 60:40 and the linguistic approach using a social behavior approach scenario with the selection of a k value of 61.

Keywords : DISC, KNN, TF-IDF, TF-Chi Square, Twitter