

Abstract

Twitter is one of the most used social media in the world. With a variety of features provided, one of them is being able to make Twitter a means of communication for everyone without restrictions. By utilizing these tweets, testing can be done to predict the personality of the DISC (Dominance, Influence, Steadiness, Compliance) of the Twitter user itself. This research was conducted to facilitate the psychometric tests carried out to determine the personality profile of a worker or for other purposes. With this tool it is expected to make it easier for psychometric tests in the future. In addition, research on the prediction of DISC personality using Twitter social media has never been done before. This is what underlies the author to build a DISC personality prediction system on social media Twitter. The TF-IDF and ANP analysis process calculates the weight of a term that appears most frequently in documents. Support Vector Machine (SVM) method is done to predict Twitter user personality based on tweets. The SVM method with TF-IDF weighting on the linguistic approach shows the highest accuracy of 40%. While the SVM method with ANP weighting on the social behavior approach shows the highest accuracy of 53%.

Keywords : TF-IDF, ANP, SVM, Twitter, DISC