

Abstract

Personality analysis is very helpful as an assessment in various ways such as recruitment, career, and health. The method commonly used in personality analysis is by interview, observation, and questionnaire survey. This study tries to provide a solution by simply using social media, namely Twitter, by analyzing the information on Twitter user data, this is to add methods to personality analysis. The personality classification theory uses Big 5 personality consisting of openness, conscientiousness, extraversion, agreeableness, and neuroticism. The method used is Naïve Bayes Classifier with weighting using TF-IDF and TF-RF.

Keywords: Personality, Twitter, Twitter Data Information, Big 5 Personality, Naïve Bayes Classifier, TF-IDF and TF-RF.