

Abstract

Employees are the main element that can increase the value of a company. Finding qualified employees generally requires a somewhat complicated process. The recruitment process is the initial stage that plays an essential role in realizing this. The imperfect admission process will impact the high employee resign rate, which usually refers to the turnover value. One of the problems can overcome by observing employee candidates through social media activities. Based on the results of the analysis, the company can directly know each employee's attitudes, so that it can consider in selecting employees.

The data used in the study were taken from Twitter social media as many as 3583 comments divide into three sentiments, namely positive, neutral, and negative. Observations obtained reduce by removing words, numbers, or symbols that do not have valuable information and meaning. The deduction words are converted into vector shapes using fasttext. The results of fasttext become training input for the Convolutional Neural Network model.

Based on the results of test conducted on 20 prospective employees, the combination of fasttext and Convolutional Neural Network with several hyperparameter rules can provide the best accuracy value of 84.01%. The resulting accuracy can be a benchmark that the model built is ready to help the company select prospective employees.

Keywords : sentiment, employees, selection, fasttext, CNN