

ABSTRACT

Human resources become important to be able to recognize, enjoy a good job in a long and complex process, HRM cannot recognize job applications effectively, efficiently in a fast time. The intense competition between companies, and the advancement of a digital industry has resulted in intense competition between one company and another, because companies have implemented data-driven decision making. prospective job applicants with a personality ontology model can be done through their social media upload data. The development of the ontology model with the addition of 2399 corpus ontology resulted in a more accurate and diverse analysis, therefore this ontology model for measuring personality based on the Big Five Personality theory was proposed to analyze personality quickly and affordably on large textual data and could be applied to the HR department. to Identify the ideal type of candidate for a company. The subjects of this research are 5 Twitter users who are selected with HR employees from company A, the selection is based on uploads that characterize the user's expressions or opinions, then the text of the data from the five users who opened 3744 through an ontology model of personality measurement based on the Big Five Personality theory. The results showed that job applicants who were identified using the ontology model for measuring speed, resulted in the personality of Extraversion, Agreeableness, Conscientiousness and Openness. The personality possessed by these verbs is accurate based on the word and is inputted into the ontology corpus. This knowledge can be used for the HRM department in an approach, providing training that is suitable for personality to job positions that are suitable for each personality of job applicants.

Keywords: *HR, Job Applicants, Personality Measurement, Ontology.*