Abstract

There are many social media that people use to spread information quickly. Twitter is one of the best in this category, which only by pressing retweet we can pass the information. But that doesn't mean for any information we have people will be interested on spreading it. This study aims to produce a Retweetabilityprediction program for a tweet and observe the performance and accuracy of machine learning Support Vector Machine by using user-based features as a model. The k-fold cross validation method is used after preprocessing the data. The research has succeeded in producing an algorithm that can predict the retweetability of a tweet with f1-score 66,05%.

Keywords: Twitter, tweet, retweet, retweetability, Support Vector Machine, k-fold cross validation