Personality Classification Social Media User Based On Big Five Theory With KNN Method

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ABSTRACT

Twitter is a social media platform that allows users to post short messages called "tweets". With users sending messages or so-called "tweets", it is possible that this can simultaneously display the user's personality tendencies. This is what talent recruiters often look at as one of the factors for recruiting new employees because talent recruiters want to know what the daily life and behavior of prospective employees are in receiving information. Of course, an expert is needed in order to identify a person's personality so that a person's personality can be identified by the system. This research uses the Big Five Personality theory as a classification class and K-Nearest Neighbor as the classification method. The test results of this research using the confusion matrix method are 60%, with the results of data classification from 100 data is 39 data, Agreaableness as much as 22 data, Openness as much as 7 data, Conscientiosness as much as 17 data, Neuroticsmas much as 15 data.

Keywords: *Classification, K-Nearest Neighbour, Confusion Matrix, Twitter, Big Five Personality*