
Abstract

Social media has become one of the most important things in daily life to communicate, show expression and exchange information. Facebook is one of the most widely used social media. This research focuses on classifying the personality of Facebook users into one of the Big Five Personality Traits. there are 170 volunteers who are Facebook users who have been asked to fill out the Big Five Inventory questionnaire and have allowed their data to be scraped. Based on the data collected, the classifier is built using data mining techniques using Support Vector Machine (SVM) that aim to find out someone's personality based on a Facebook account without having to fill in any questionnaire. The best accuracy results in this study with a classification model that has been built at 87.5% using the Radial Basis Function (RBF) kernel.

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