

## **ABSTRACT**

*Advances in technology and communication today greatly affect the progress of a business. Without business process innovation in technology, a business will find it difficult to continue to compete. This situation requires all business people to carry out experiments and research in order to support business processes with the expectation of efficiency and to be able to provide more benefits for their business. Windows Creative Glasses is a company that is engaged in the sale of glasses in general along with supporting accessories such as eyeglass boxes, eyeglass straps, lenses and others. So far, the process of selling products through social media and conventional, but in the business process is still not optimal in terms of sales and attracts interest in buying products from a creative window. With the construction of an e-commerce system for sales at the Window of Creative Glasses shop with the application of the cross selling method, it is expected that sales will increase and attract customers by recommending other supporting items. This system uses the PHP programming language, MySQL database, and Google Chrome as support. The results of this study are expected to be used as a sales promotion infrastructure that can be accessed anywhere and anytime*

*Keywords: Information Systems, Website, E-commerce, Cross selling, Technology.*